E&P

July 31, 1982
Five Dollars

Editor & Publisher

® THE FOURTH ESTATE

THE ONLY INDEPENDENT WEEKLY JOURNAL OF NEWSPAPERING

E&P Directory of Syndicates (See pull-out)

Big groups post 1st half gains despite recession (See page 9)

Series on tv disputes reports on Mike Howard (See page 27)

SAMPLE

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SECOND CLASS P. O. ENTRY

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The Detroit News

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The Mutual Insurance Company Limited of Hamilton, Bermuda

LIBEL INSURANCE

LIBEL INSURANCE

Summertime has shown no let up in either the frequency or the cost of libel suits.

First Amendment cases now number in excess of 100. It is heartening to note that in the First Amendment field, some of the organizations to date have taken advantage of buying the insurance and are putting it to excellent use in straightening out the state and federal courts and in keeping the politicians honest in the community. This was our intent when we created this policy for the first time in history.

It is still quite evident that in the reportorial field many reporters are not carrying out the basic tenet of journalism which is to report the facts of a situation rather than to manufacture them. The only way that we can see to remedy this is for publishers and their editors to take a firm stand that until shown to the contrary, no reporter's story involving "investigative reporting" will appear in the paper until it is verified by sources known to the editors and publishers to be trustworthy and also knowledgeable. Too many reporters appear to have assumed that the way to get ahead is to permit their personal predilections to enter into their stories with concomitant results of malice and error in the story. Should this trend continue, publishers may find themselves in a position where libel insurance and the related coverages available in the field of copyright, invasion of privacy, piracy and misappropriation of ideas will no longer be available to them from any source in the United States, Bermuda or England. In the first two weeks of July, 1982, cases were reported from throughout the United States and Canada, with no particular emphasis on region, involving invasion of privacy, copyright violations, libel in every form and even plagiarism and misappropriation of title in two cases.

If the fourth estate is to be viable and believable, this trend must be reversed. The Mutual Insurance Company is prepared to assist any individual publisher or group of publishers in establishing programs which may help in monitoring what has been discussed in an effort to reduce the drain on the funds that are put together for the benefit of all members of the American Newspaper Publishers Association. Feel free to communicate with us.

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EDITOR & PUBLISHER CALENDAR OF EVENTS

*** Major meetings in bold face**

AUGUST

8-12—Texas Daily Newspaper Association, Horseshoe Bay Country Club, Marble Falls, Texas.
12-14—Mid-Atlantic Newspaper Advertising Executives Association, Grove Park Inn, Asheville, N.C.
18-20—Northeast Newspaper in Education Conference, King's Grant Hotel, Danvers, Mass.
19-21—National Association of Black Journalists 7th Annual Convention, Detroit.
22-25—New England Association of Circulation Executives, Eastover Resort, Lenox, Mass.
29-31—New York State Publishers Association, 61st Annual Convention, The Gideon Putnam, Saratoga Springs, N.Y.

SEPTEMBER

9-10—New York Press Association, Gideon Putnam, Saratoga Springs, N.Y.
9-11—Illinois Press Association, Decatur Holiday Inn, Decatur Ill.
16-18—Independent Free Papers of America Annual Conference, Marriott Hotel, St. Louis, Mo.
17-19—Illinois Newspaper Production Conference, Ramada Inn, Champaign, Ill.
19-23—Lasers in Graphics, Hyatt Regency, Miami, Fla.
22-23—National Newspaper Association annual meeting, Hyatt Regency, Phoenix, Arizona.
23-24—National News Council, 1 Lincoln Plaza, N.Y.
23-25—Western Newspaper Production Conference, Biltmore Hotel, Los Angeles.
23-25—Interstate Advertising Managers' Fall Conference, Sheraton Hotel (Station Square), Pittsburgh, Pa.
23-26—National Wire Watch, Baltimore Hilton, Baltimore, Md.
30-Oct. 2—UPI EDICON, Fairmont Hotel, Denver, Colo.

OCTOBER

1-3—Ohio Newspaper Ad Executives, Quality Inn, Columbus, Ohio.
3-6—Graph Expo '82 East, Philadelphia Civic Center, Philadelphia, Pa.
7-9—Missouri Press Association and Trade Show, Sheraton, St. Louis, Mo.
7-10—Cal Western Circulation Managers' Association, Hyatt Regency, Los Angeles, Calif.
9-12—Interstate Circulation Manager's Association, Radisson Wilmington Hotel, Wilmington, Del.
10-13—INPA Eastern Region Conference, Marriott Hotel, Rochester, N.Y.
10-14—Newspaper Food Editors Conference, William Penn Hotel, Pittsburgh, Pa.
13-15—Suburban Newspapers of America Ad Conference, Seelbach Hotel, Louisville, Ky.
17-19—Inland Daily Press annual meeting, Drake Hotel, Chicago, Illinois.
17-19—Northern States Circulation Managers, Holiday Motor Lodge, Clear Lake, Ia.
17-20—Institute of Newspaper Controllers and Finance Officers Hyatt-Regency-Dearborn Hotel, Dearborn, Mich.
24-26—Mid-Atlantic Circulation Managers Association, Radisson Plaza Hotel, Charlotte, N.C.
24-27—Newspaper Research Council, Alameda Plaza, Kansas City, Mo.
28-31—National Council of College Publications Advisors and Associated Collegiate Press, Chase Park Plaza Hotel, St. Louis, Mo.

NOVEMBER

7-10—Association of National Advertisers, Breakers, Palm Beach, Fla.
9-11—Audit Bureau of Circulations annual conference, Waldorf-Astoria Hotel, New York City

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Newsbriefs

Pioneer starts two newspapers

Pioneer Press, Inc., a subsidiary of Time, Inc., recently started two newspapers, the *Libertyville Review* and *Mundelein Review*, bringing Pioneer's Chicago suburban newspaper total to 30 weekly publications.

Tv crew nabbed sneaking in 'bombs'

A tv reporter and a cameraman for Fort Myers, Fla., station WINK, were caught July 25 at Lee County Airport attempting to sneak two fake "bombs" past airport security. Reporter Jeffrey Humphrey and cameraman Luis Saumell were detained four hours after being caught at a security checkpoint with two soda bottles filled with yellow liquid and topped with with cloth wicks. The duo were attempting to learn if security at the airport could be penetrated in light of a recent gas-bomb hijacking. Their action was not condoned by the station's management, and both were verbally disciplined.

O'Flaherty elected president of NASA

Newspaper Advertising Sales Association elected the following officers for 1982-83: William O'Flaherty, Knight-Ridder Newspaper Sales, to president; William Shannon, Gannett Newspaper Advertising Sales, to executive vicepresient; Robert Leyburn, Landon Associates, to vicepresident; Ray Cyrgalis, *New York Daily News*, to treasurer; and Richard Matula, Newhouse Newspapers, to secretary.

To handle PR for Olympics

Joan Aho Ryan, a senior public relations executive, has joined the Los Angeles Olympic Organizing Committee as director of public relations. Ryan was previously a principal in Penfil & Ryan, Inc., a Southern California public relations agency.

Hospital section sells ads

A section on hospitals produced 5,730 lines of rotogravure advertising for *Philadelphia Inquirer* in its Sunday magazine—*Today*. Thirty-four hospitals participated in the section, published in conjunction with National Hospital Week. Material was submitted by the Delaware Valley Hospital Council. A feature writer assigned to the ad department coordinated the material. To distinguish the section from the rest of the magazine, a logo, "Special Advertising Section," was printed at the top of each page. The section also was printed in a different typeface than used in the rest of the magazine.

Free ad space aids renovation

Renovation of a Hartford, Conn. landmark—the pond at Bushnell Park—is the aim of a public service campaign by the *Hartford Courant*. The Courant will help the Bushnell Park Foundation raise part of the $300,000 needed to reconstruct the pond by contributing newspaper space for advertising to explain the improvement project and seek donations to finance the work. Ads worth tens of thousands of dollars were created by 20 area agencies at the Courant's invitation and donated to project. All were black and white, ranging in size from a full page to a half page.

New York Post to 30 cents

New York Post will raise its newsstand price to 30¢ from 25¢ on August 2. The Post's tabloid competitor, the *New York News* will continue to sell for 25¢.

Direct line cuts ad deadline

A phone line transmission of classified ads from New York to the *International Herald Tribune* office in Paris has cut the deadline to 36 hours for making the paper's European editions. Classified advertising director Juanita Caspari said the process is still undergoing improvement. "We hope to establish a 24-hour deadline," she said. The ads are primarily for real estate, employment, holidays and travel.

First aid for marketers . . .

EDITOR & PUBLISHER brings you up-to-date data for 1,600 newspaper markets on these 14 key factors:

- Locations
- Transportation
- Population
- Households
- Banks, deposits
- Electric Meters
- Gas Meters
- Auto Registrations
- Principal Industries
- Climate
- Tap Water
- Shopping Centers
- Retail Outlets
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PLUS: **Population and Income Tables**—Current year estimates of population, disposable income, households, income per-household and per-capita, crop and livestock valuations for U.S. and Canadian daily newspaper newspaper markets, including all U.S. counties.

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Exclusive E&P Market Guide Maps showing the location of every U.S. Standard Statistical Metropolitan Area, and all daily newspaper cities in each state, and Canadian map showing all Canadian daily newspaper cities.

. . . in the 1982 Editor & Publisher Market Guide

$40 a copy, $35 for 5 or more copies. Order yours now, from: Editor & Publisher, 575 Lexington Avenue, New York, N.Y. 10022

About awards

A Triple . . . Three years in a row William Wolman has led a team from *Business Week* in winning the newspaper-magazine division of the John Hancock Awards for business and financial journalism. And for the third time *Chicago Tribune* economics reporter Richard C. Longworth has scored in the over-300,000 circulation category for newspapers. Another reporter who will receive a $2,000 prize is Meryl Gordon of Gannett News Service. She did a series on the complex technical operations of the Federal Reserve. Merwin Sigale, *Miami News*, won a prize for his 13-part series on Miami's ties to Latin America, and a report on the information industry by Tom Steinert-Threlkeld, Gerry Barker and John Paul Newport in the *Fort Worth Star-Telegram* won in the 100,000-300,000 category. Presentations will be made in October at a Seattle event co-sponsored by the University of Washington and the John Hancock Mutual Insurance Co.

* * *

Double Exposure . . . Two first prizes of $1,000 were presented by Mrs. Robert F. Kennedy in the 14th annual RFK Journalism Awards category for pictures relating to problems of the disadvantaged. Recipients were: Jay Mather, *Louisville Courier-Journal*, for a photo essay on self-rehabilitation; and Jerry Lower, *Southern Illinoisan*, Carbondale, for a photo essay about a camp for the handicapped. In the print category the winners were Fred Diard and Norman Sinclair, *Detroit News*, who wrote about the poor and the law. Merle Wolin's sweatshop expose in the *Los Angeles Herald Examiner* and a photo essay about Haitian refugees in the *Fort Lauderdale News* and *Sun Sentinel* received honorable mentions. Eric Scogliano's report on the Alaskan Aleuts in the *Seattle Weekly* was also cited.

* * *

California Citations . . . *Los Angeles Times* and *L.A. Weekly* shared honors for overall news coverage, etc. in the Greater Los Angeles Press Club contests. Times took seven other first place awards: For spot news—Tracy Wood, William Endicott, and Claudia Luther; for writing-Bella Stumbo; for entertainment reporting-William Trombley; for editorials-Jack Burby; for business news-Martin Baron; for internal publication—Tom Peckham; for photo—Jose Galvez. Herald Examiner had these winners: for investigative reporting—Merle Linda Wolin; for features—Tony Castro; for sports—Pam King; for photo—Anne Knudsen. First prize in the media reporting category went to the *Long Beach Press Telegram*.

* * *

A '300' Contest . . . Judges for the 1981 *Bowling Magazine* writing contest reviewed 300 entries and decided the best editorial on bowling was written by Bob Austin for the *Tampa* (Fla.) *Tribune*. Jerry Levine, *Bowlers Journal*, and Ray Jordan, *Memphis Commercial Appeal*, scored with feature and news stories. In runnerup positions were: Glen Bunting, *San Jose* (Calif.) *Mercury News*; John Archibald, Bowlers Journal; and Harry Page, *San Antonio* (Tex.) *Express*. The American Bowling Congress voted a special award to the *LaCrosse* (Wisc.) *Tribune* (sports editor Bob Lamb) for an extensive series about the bowling industry.

* * *

Health in Texas . . . Eight Texas newsaper writers will be honored May 8 with certificated and $500 checks for excellence in communicating health information to the public. Winners in the Texas Medical Association competition were: Mary Jane Schier, *Houston Post*; Donna Richter, *Temple Telegram*; Kim Ernst, *Arlington Citizen-Journal*; Ruth SoRelle, *Houston Chronicle*; Marjorie Clapp, *San Antonio News*; Gary Morton, *Abilene Reporter-News*; Terrie Metheny, *Longview Daily News*; and Jann Phenix, *Westlake Picayune*.

The 4th Estate

By Doug Borgstedt

TOMORROW'S TECHNOLOGY IS TODAY'S NEWS.

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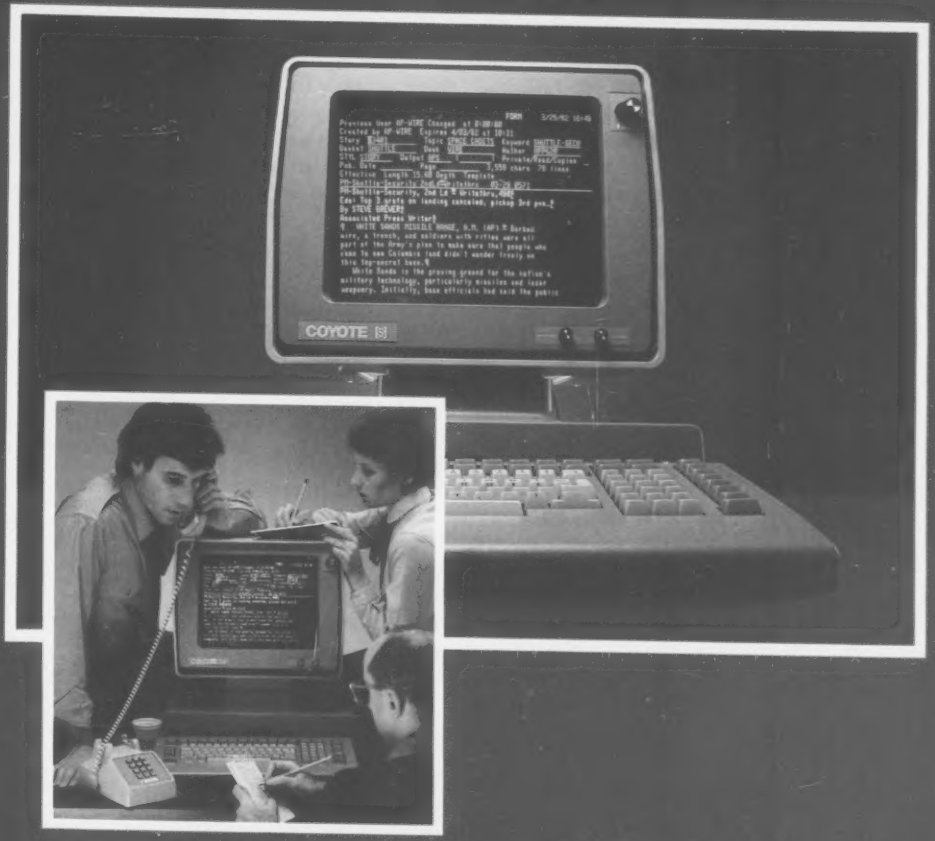

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Editor & Publisher

THE FOURTH ESTATE

Robert U. Brown, President and Editor
Ferdinand C. Teubner, Publisher

James Wright Brown
Publisher, Chairman of the Board, 1912-1959

Helpful speech

Lou Hagopian, chairman of N. W. Ayer, did his best to give some helpful hints to International Newspaper Advertising and Marketing Executives in Coronado last week on how to sell their products better to advertising agency executives. He put his finger on a difficulty newspapers have always had of displaying their unique products (hundreds of them, all different, every day) to agency people in contrast to their easy access to tv and magazines.

He asked the ad men to see that agencies are more involved with their papers and suggested copies be sent occasionally to them and to their clients' ad departments. If he and his counterparts in other large agencies aren't deluged by tons of newsprint in the next few weeks the members of INAME are missing a bet.

Hagopian also suggested editors should get in on the selling act. Bob Haiman, president of the Associated Press Managing Editors, told the ANPA/RI in Dallas two weeks ago (E&P, July 3, page 4) that editing, producing and selling newspapers must be a total effort in which editors must participate and they can do it without sacrificing the integrity of their product.

The agency executive put it more bluntly: "Your editor and your writers and your columnists can get the business and advertising community involved with the paper, why not major advertisers, too? This is something the networks and the national magazines do well....Your editors can do a selling job for newspapers and they can certainly do it without selling out editorial integrity."

Hagopian should have included publishers in this vast selling effort along with advertising managers and editors. Over the years there have been some great "selling" publishers who have regularly, at least twice a year, called on the leading advertising agency executives with their own personal pitch. They didn't put on elaborate luncheons or presentations. They pounded the pavements like any salesmen. And they were eminently successful. There are a few left, but they seem to be a vanishing breed.

But Hagopian also put his finger on the age-old problem of the difficulty of buying space in multiple newspapers in spite of SAU and Newsplan. He acknowledged the advertising strength of newspapers: "You're unbeatable when it comes to couponing and tv support. Newspaper have great attributes for new product introductions. You are the retail medium." But buying a schedule in 200 or more newspapers is a dull chore, "not a satisfying work experience," guaranteed to scare away bright young people, he said. "The newspaper media job is dull, as the job of writing and illustrating newspaper advertising is perceived as dull by creative people."

We wonder how many national advertising accounts, if any, will accept that excuse for not buying space in a medium with so many fine attributes.

Charter Member
Audit Bureau
of Circulations
Member American
Newspaper
Publishers Association
6 mo. avg. circulation Dec. 31, 1981—29,287

ABP
ANPA

The Oldest Publishers and Advertisers Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate, March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor
Jerome H. Walker, Jr

Associate Editors
John P. Consoli, Bill Gloede,
Andrew Radolf, Lenora Williamson

Midwest Editor
Celeste Huenergard

West Coast Correspondent
M. L. Stein

Promotion Manager
Terilyn McGovern-Mazza

Advertising Manager
Donald L. Parvin

Sales Representatives
John S. Long, Robert J. Mathes,
Charles E.A. Muldaur, Durland Stewart,
Erich P. Sturn

Advertising Production Manager
Louise A. Villani

Classified Advertising Manager
Katherine Hershey Barns

Circulation Manager
Wilfred E. Richards

Photocomposition Manager
Donna P. Bates

Librarian
Beth A. Scott

OFFICES

General: 575 Lexington Ave, New York, N.Y. 10022. Phone (212) 752-7050. TELEX 12 5102.

Chicago: Time Life Bldg., Suite 2720, 303 East Ohio Street 60611. Phone (312) 645-0123. Celeste Huenergard, Editor. John S. Long, ad sales.

Long Beach: 247 Roycroft Ave., Long Beach, Calif. 90803. (213) 439-0829. M. L. Stein, correspondent.

Los Angeles: 3450 Wilshire Boulevard, Suite 407, 90010. Phone (213) 382-6346. William Marshall—Scott, Marshall, Sands & McGinley, ad representatives.

San Francisco: 433 California St, Suite 505, 94104. Phone (415) 421-7950. Peter Scott, Richard Sands—Scott, Marshall, Sands & McGinley, ad representatives.

Washington: 1295 National Press Building, Washington, D.C. 20045. Phone (202) 628-8365.

Toronto: 148 King Rd. E., King, Ontario L0G 1K0. Phone (416) 833-6200. Donald Fenn, Fenn Co., Inc., ad representatives.

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Microfilmed copies of Editor & Publisher are available from: University Microfilms International, 300 North Zeeb Road, Ann Arbor, MI 48106. London: 18 Bedford Row, London, WC1R4EJ, England. Copies of E&P are available on microfiche from Micro Photo Division, Bell & Howell, Old Mansfield Rd., Wooster, Ohio 44691.

Letters

MERGER

The delegates did not vote "overwhelmingly to approve a merger with a 40,000 member International Typographical Union" (E&P, July 3, pg 11).

They were not presented with a plan or a concept to vote on, were not asked to cast such a vote, and did not cast such a vote. And E&P's version "of one issue that might delay or even block merger" grossly understates that (strike sanction) issue but leaves the impression that it alone remains to be resolved to clear the merger tracks. Not so.

Finally, even the ITU membership, sadly by now accustomed to a rapidly-shrinking membership base, must be horrified at your pegging the number at 40,000; 75,000 members is more like it.

CHARLES A. PERLIK, JR.

(Perlik is president of The Newspaper Guild.)

FOR THE RECORD

In your listing of newspaper groups in the 1982 EDITOR & PUBLISHER Year Book, you incorrectly listed the *Riverside* (Calif.) *Press-Enterprise* as a member of the Ottaway Newspapers, Inc., subsidiary of Dow Jones & Company.

We do have a 20.1% minority ownership interest in the Press-Enterprise, but it is a very independent newspaper owned and managed by Howard H. (Tim) Hays and Arthur Culver, co-publishers.

JIM OTTAWAY, JR.

(Ottaway is president of Ottaway Newspapers, Inc.)

TOO TRUSTING

Too many Americans have become mesmerized by the subliminal messages of our print and electronic media.

Trust in their word is so complete and without question, that they are being led to believe that Russia's aims are noble and that the United States is really the enemy of world peace.

Americans are also very concerned about the media's bias in taking political sides, slanting the news, reporting half-truths, out of context sentences, misdirection, and in general, negative reporting to the viewer, listener and reader.

Their ego is so large, that when domestic or foreign policy does not agree with how they think these policies should be formulated or carried out, they report how cruel or incompetent the administration is, or they attempt to show the administration to look foolish, helpless and disorganized. They keep the schism between black and white, have and have not, festering. They truly believe that they have the right to make public classified or secret information regardless how it affects this country.

I don't believe the First Amendment intended this kind of freedom of speech from the nation's reporters or journalists.

If all the "watchdog" organizations would band together and issue one newspaper, periodical or tv news, and name their cause—The Truth-Nothing But—and take a united stand against false reporting and anti-American reporting on a no politics allowed concept, then perhaps America's character, strength and integrity would again be the dominant force for our enemies to reckon against.

JOE D'AGOSTINO

407 Melanie Way
Maitland, Fla. 32751

J-teacher studies letter writers

After having her letter to the editor published in the paper, a woman with a traditionally Jewish name was inundated with Christian religious pamphlets.

A Cedar Rapids police officer received harrassing mail after his letter about then-President Richard Nixon was published.

These are just two incidents that turned up in a survey of randomly selected persons whose letters were published during February and March of 1982 in the *Des Moines Register*.

Lawrence C. Timbs, an instructor in the University of Iowa School of Journalism and Mass Communication, undertook the survey to form a profile of the writers.

"I became interested in letters to the editor while I was editor for a small newspaper in Kentucky," said Timbs, who is working on his doctoral degree in mass communications. "I was curious what kind of persons wrote the letters, because I had a feeling they were of a different stripe."

The Register, like many other newspapers, requires the writers to enclose their names and addresses for publication, thus opening up the possibility of responding mail either pro or con, Timbs said.

But despite the sometimes negative mail the writers received after their letters were published, most said they would do it again and felt it was worthwhile expressing their opinions, he said. Many —like the Cedar Rapids policeman—had sent several letters to newspapers since the incidents of harrassment.

Of 110 surveys sent, 104 were completed and returned—a 95% response rate. The high response rate indicates that the letter writers "have a strong urge to express themselves to anyone who solicits their thoughts," Timbs said.

The respondents turned out to be better educated than average, and the majority were over age 50 and male. Most felt their letters were handled well, without over-editing.

But, to Timbs, the most interesting results came in the form of written comments on the back of the surveys.

Besides reporting incidents of harrassment, many respondents offered tips about writing successful letters, such as to keep the text short, the sentences simple and the opinions distinct and unusual.

Most letter writers said they feel that more space should be provided for reader views as opposed to those of paid writers.

One respondent compared the 7,000 letters received annually by the Register to its circulation of several hundred thousand, adding, ". . . What does that tell you about the All-American sheep?"

Timbs said he thinks most of the writers are motivated by "the feeling that a single voice might not make a difference, but many voices put together can change things. It's all very close to the heart of the freedom of the press and freedom of expression."

Short take

Police said the robber stuffed cash from tellers' drawers and the bank vault into a paper bag and escaped with "a substantial amount" of money.—*Daily Oklahoman*.

EXTRAORDINARY

"The New York Times News Service provides the extraordinary coverage, spot news, interpretation, and commentary needed for extraordinary events. In recent weeks those have included such events as the Falkland war, the Lebanese crisis, the European economic summit and Alexander Haig's resignation."

—Jim Butler
Managing Editor
The Alexandria, La., Town Talk

For details, contact Sam Summerlin or Harriet Stanton, (212) 972-1070

The New York Times
NEWS SERVICE

The Goss systems solution to printing production.

O Globo adds even more color to colorful Rio with the Goss Metroliner Press.

Rio awakens to colorful news every day in O Globo, the city's largest newspaper, and the only paper in Rio to use both spot and process color in its editorial and advertising sections.

O Globo converted from letterpress to offset with three six-unit Goss Metroliner presses with six color decks and three 3:2 144 page folders. The Metroliner Press was chosen over other presses because of its proven high-quality color reproduction capability, high speed, and reliability.

The conversion to offset, and the subsequent editorial quality improvements, have contributed to steady circulation growth.

Prior to conversion, O Globo's Sunday sales totaled 290,000. Now, circulation totals 500,000 on Sunday and 250,000 daily.

According to O Globo's press foreman, Jens Peter Moller, "Since we converted to offset, we're getting a greater share of advertising because our advertisers get better consumer response from color."

"Our printed waste is around one percent," says O Globo's Moller. "And that's running our presses at an average 55,000 to 60,000 papers per hour. The reason our waste is low is that we have good maintenance and training programs. Our pressmen understand the press and its operation fully."

Rio is a city known for its color. And O Globo prints the colorful news of that city, and the world, on the Goss Metroliner press.

Goss Products, Graphic Systems Division. Rockwell International, 3100 South Central Avenue, Chicago, IL 60650.

Rockwell International

...where science gets down to business

E&P July 31, 1982
Every Saturday since 1884

Higher earnings reported by newspaper groups

Gannett Co., Inc. reported earnings per share rose 10% in the second quarter of 1982, as the company set records for earnings and revenues for the second quarter and the first half of 1982.

In the second quarter of 1982, earnings per share were 95¢, compared to 86¢; earnings increased 8% to $50,284,000, compared to $46,587,000 last year; revenues rose 10% to $384,407,000 compared to $349,532,000 last year.

For the first half of 1982, earnings per share rose 9% to $1.54 from $1.41 a year ago; earnings rose 7% to $81,924,000 from $76,792,000; revenues rose 11% to $723,266,000 from $654,270,000 in 1981.

Newspaper linage in the first half was 2% below last year. Daily circulation was slightly lower than last year, while Sunday circulation increased slightly.

In the first half, broadcasting revenues were 18% ahead of last year. Outdoor revenues were up 15%.

The second quarter of 1982 was Gannett's 59th consecutive period of record earnings since Gannett went public in 1967.

"We remain confident that even in a sluggish economy Gannett can continue its steady progress," chairman and president Allen H. Neuharth told shareholders.

In the second quarter Gannett completed acquisition of three daily, two Sunday and six weekly newspapers in Mississippi, including the *Jackson Clarion-Ledger*, the *Jackson Daily News* and the *Hattiesburg American*. Their combined circulations are 132,000 daily and 145,000 Sunday.

The company announced that publication of its proposed national general-interest daily newspaper, *USA Today*, would begin on September 15.

Media General reported revenue and earnings reached record highs in the second quarter and first half of this year.

In the second quarter, total revenues were $99,613,000 versus $93,238,000 in the same period last year, net income was $9,072,000 versus $8,718,000, and earnings per share were $2.29 versus $2.10 last year.

In the twelve months ending June 30, total assets increased from $294,146,000 to $327,807,000, and stockholders' equity from $179,464,000 to $202,727,000.

In terms of longer-range results, a recent survey of the 1,328 major corporations covered by Value Line revealed that only 72 had achieved a significant gain in profitability in the last decade, and that Media General was one of the 72 companies so identified.

In this survey, profitability was determined as return on total capital, and the criteria for significant improvement were (1) a five percentage point improvement on this measure, and (2) a current profitability performance above that of the Value Line "Composite."

On July 7, it was disclosed that Media General had acquired all the stock of the William B. Tanner Company of Memphis for $36 million in cash plus an additional amount contingent upon earnings over the next ten years.

The Tanner Company is one of the largest companies of its type in the nation, acquiring broadcast time from television and radio stations for resale to advertisers and their agencies.

Also disclosed in the second quarter were definitive agreements to sell WFLA radio stations in Tampa for $14 million, with a simultaneous purchase of television station WJKS (NBC affiliate) in Jacksonville, Florida, for $18 million. In addition, agreement in principle was announced to buy television station WCBD (ABC affiliate) in Charleston, South Carolina, for $8 million. All station transfers are subject to approval by the Federal Communications Commission.

Alan S. Donnohoe, vicechairman and chief executive officer, said "We are very pleased with all these acquisitions, which will add significantly to our income and growth potential in the broadcast-cable field in keeping with our long-term goals and objectives."

Dow Jones & Co., Inc., reported record revenues and earnings for the second quarter and first half of 1982.

Net income for the second quarter increased 20.4% to $24,030,000, or 76¢ a share, from $19,957,000, or 64¢ a share, a year ago. Revenues rose 14.3%, to $183,581,000, from $160,615,000 in the second quarter of 1981.

Earnings for the first half increased 20.5% to $42,150,000, or $1.33 a share, from year-earlier net income of $34,993,000, or $1.12 a share. Six-month revenues totalled $354,326,000, a 16.6% gain over the $303,930,000 of the year-earlier period.

Wall Street Journal circulation rose modestly during the second quarter. Journal advertising linage declined three-tenths of 1% in the second quarter. It was up 4.3% for the first half. The recession also had an impact on second quarter linage figures for *Barron's* and Ottaway Newspapers, both of which trailed year-earlier results by approximately 6%.

Capital Cities Communications, Inc. reported record net revenues and earnings for the second quarter of 1982, according to an announcement made by Thomas S. Murphy, chairman.

Second quarter consolidated net income for 1982 reached $27,854,000, an increase of 15% from the $24,301,000 reported a year earlier, making it the most profitable quarter in the Company's twenty-seven history.

Earnings per share for the second quarter of 1982 were $2.10, a 14% gain over the $1.85 earned in 1981. For the first six months of 1982, net income was $45,864,000, up 13%, with earnings per share increasing 12% to $3.47.

Results for 1982 included the earnings of Cablecom-General, Inc., which was acquired on July 2, 1981. Cablecom's earnings, together with the related acquisition financing expense, the amortization of franchise and other intangible assets, and net of related income tax benefits, resulted in a reduction of net income per share for the second quarter and the first six months of 1982 amortization of the acquired Cablecom assets has been estimated, subject to a final determination of the appraised values and the useful lives of such assets.

Net revenues for the second quarter of 1982 were up 20% over 1981. Broadcasting division revenues were up 15%, with television and radio operations showing comparable increases. Publishing division revenues were up 9%, with specialized publications reporting larger gains than newspapers.

Operating income for the second quarter of 1982 was $55,169,000, a 20% improvement over the same period of 1981, with the broadcasting and publishing divisions reporting similar gains. The cable television division reported operating earnings of $553,000 in the second quarter of 1982, compared to a loss of $787,000 for the same period of 1981. Losses for publications and cable television systems started-up since 1980 amounted to $600,000 in the second quarter of 1982, compared to $1,200,000 a year earlier.

Multimedia, Inc., said net earnings for the second quarter ended June 30, 1982 were $7,678,000, an increase of 12% over the $6,842,000 earned in the second quarter of last year.

Earnings per share were 76¢ compared with 68¢ for the quarter, also a 12%

(Continued on page 13)

Expert's testimony supports joint pact

A Stanford University economist and a Price Waterhouse analyst have testified that the *Honolulu Advertiser* would have suffered serious financial losses if it had not entered into a joint operating agreement with the *Honolulu Star-Bulletin* in 1962.

James Rosse, a specialist in newspaper economics, said the Advertiser was close to failing when it signed the operating pact. But, under cross examination, he conceded it would have been difficult to predict exactly when the Advertiser would have folded.

The other witness, Peter Frank, said the Advertiser was losing money after 1958 and would have lost $95,000 in 1962, although it would have likely recorded its seventh straight year of gross revenue gains.

Both testified in the City of Honolulu's antitrust suit against the two newspapers and the Hawaii Newspaper Agency. The trial is being heard by a six-woman jury and U.S. District Court Judge Jesse Curtis of Los Angeles.

The city, which filed the suit in March, 1979, contends the agency arrangement is anticompetitive and monopolistic. It alleges in the suit that HNA's advertising rates have forced advertisers to deal with the agency rather than with the newspapers separately. The newspapers claim exemption from antitrust actions under the Federal Newspaper Preservation Act of 1970.

Rosse, who previously testified in joint agreement cases in San Francisco, Cincinnati and Seattle, declared the Advertiser's best chance for survival lay in a joint venture with the Star-Bulletin.

In the 1950s, he asserted, the Advertiser was in second place and headed for extinction.

"I don't know of any case where a newspaper as far behind as the Advertiser was in 1957 recovered," he stated.

The city maintains the Advertiser was reviving in the first half of 1962, the year of the joint agreement. The newspapers have replied the Advertiser's chances for recovery ended when the Star-Bulletin began a Sunday edition in 1959 to compete with the Advertiser's.

In his testimony, Frank, of Price Waterhouse, said the Advertiser's revenues for the years 1956 through 1961, were $2.9 million, $3.12 million, $3.22 million, $3.72 million $3.79 miliion and $3.92 million respectively.

But placed against overall operating expenses, he calculated the paper incurred in those years, it lost money after 1958.

On cross examination, Frank said two competing companies can, as a general rule, survive in the same field, but noted "there is a distinction between newspapers and other businesses."

In the newspaper business, he explained, competitive firms seek to draw from the same market, making advertising volume and circulation very important to financial well being.

Earlier, Advertiser publisher Thurston Twigg-Smith testified that the joint agreement saved his newspaper from being sold, liquidated or having to make another effort to borrow cash to continue operating.

He said he urged approval of the joint venture at a May 28, 1962, meeting of the Advertiser's board of directors, even though he was "embarrassed to recommend" to 80/20% profit split with the Star-Bulletin's owners.

"There was no other solution as I saw it," he said. "The newspaper was about to die."

Under cross examination, Twigg-Smith said that a former U.S. Justice Department antitrust prosecutor, acting as an Advertiser consultant, had recommended a merger rather than a joint operating agreement because it would have attracted less federal scrutiny.

Disputes testimony

Later, former Advertiser publisher Lorrin Thruston disputed the idea the paper was in bad financial shape at the time of the joint agreement.

In his videotaped testimony, Thurston noted, that he voted for the joint plan because he believed it would save both newspapers money in their "non-competitive areas."

Thurston, who could not testify in person because of ill health, said under questioning by city attorney Josef Cooper, that it was "simply a waste of money" for the two newspapers to compete in the production and business departments. Thurston appeared as a witness for the city.

Another city witness, Milan Levitt, Advertiser circulation manager from 1956 to 1961, asserted the Advertiser could have become the state's leading newspaper if it had not entered into the joint venture. He said the paper had a solid rate of circulation growth and advertising would have increased.

But in cross examination, Leavitt admitted he didn't know the state of the Advertiser's financial condition when he resigned in 1961, or how much money it would have required to remain in business.

STERLING IDEA---Elgin (Ill.) Daily Courier may be the only newspaper that delivers on a Silver Platter. The idea came up last November as a way to combat service errors. Any subscriber that was missed or received a wet paper by their regular carrier could phone the Silver Platter Hot Line after which the paper would dispatch a district manager to deliver the paper on a Silver Platter. "It's simple and it works. Community response is great," reports Richard G. McGlaughlin. (center) director of circulation.

SPORTS

Today's results at Keystone

Holy Cow! Scooter is calling it quits

POST EXCLUSIVE

U.S. GOV'T REPORT:

Carlton is lowest.

Now playing 3b for the Yankees . . .

George Rogers talks to The Post: P. 59

Just kidding, Scooter said.

N.Y. Post fooled on retirement story

"I never thought Maury Allen would print it. You have to watch what you say to these reporters," New York Yankee broadcaster Phil Rizzuto said after a lead sports page story in the New York Post announced his retirement.

The July 27 story by veteran sportswriter, Maury Allen, disclosed that the popular Yankee broadcaster and former shortstop will quit at the end of this season after a 40 year affiliation with the team. It was labeled a "Post exclusive."

Rizzuto explained the mix-up to fans while doing the play-by-play during the Yankee-Detroit Tiger game that night and also on local newscasts.

"I was kidding Maury Allen, tongue-in-cheek, and he took me serious," Rizzuto said." The Scooter, as he is known, said Allen was in no way at fault.

Phony shampoo ads

U.S. Postal Inspector's investigation of illegal coupon misremption is being conducted in Detroit. *Detroit Free Press* and *Detroit News* disclosed July 27 that coupon ads for a fictitious shampoo, called Attract, were published in January by the Postal Service. The papers said theywere not aware at the time that the ads were phony. The findings of the probe were not disclosed. This is not the first time that the Post Office has placed bogus coupon ads.

$250M ad contract

American Home Products Corp. and NBC-tv have agreed to a three-year advertising contract worth about $250 million. The forward committment protects AHP from increases in commercial time rates, which are expected with the fall season.

Cole sues publisher to recover memos

Joseph Cole, owner of the defunct *Cleveland Press*, filed suit in Cleveland Common Pleas Court this week seeking to recover from *Crain's Cleveland Business* several confidential memos that were obtained and used in a story about the Cleveland Press.

The report in the July 19-25 issue of the business paper quotes from three memos allegedly written by Cole's partner at the Press, Kenneth Johnson, to Cole.

According to the weekly, Johnson wrote to Cole that in his opinion the E.W. Scripps Company provided misleading profit and loss figures when it was negotiating to sell the newspaper to Cole in the fall of 1980. Johnson, who was associate publisher of the Press for a period of about eight months between October 1980 and May of 1981, was also allegedly critical of Press management personnel who were brought in by Cole.

Cole shutdown the Press in June, citing financial loss figures that were too much to overcome.

In his court papers, Cole states that Crain Business Press "either stole or received documents from somebody who stole them from the Cleveland Press." The suit seeks recovery of the memos, the cost of legal action and other "equitable relief." The court papers also allege that the business magazine has a copy of the original sales agreement between Cole and E.W. Scripps Co.

The suit contends that Crain Business Press has additional material which "are and were confidential internal documents and were not open to public inspection . . . and indeed are and were in the nature of business records with access thereto strictly limited, even among Cleveland Press personnel."

Cole was not available for comment on the suit and one of his attorneys, George Arnoff of Cleveland, refused to comment on the suit.

Edward Estlow, president of the E.W. Scripps Co., said the financial data provided by his company was audited by both an auditing firm hired by Scripps and one hired by Cole.

"Certainly, if the auditors were satisfied, then the principals were satisfied," he said.

Estlow said Scripps also provided Cole with a "business plan study," but said this study had been developed by Scripps prior to the onset of discussions with Cole about the purchase of the paper.

"We have no knowledge of how he used it," Estlow said. "He should have made his own interpretation of it and updated it (after he acquired the paper)," he said. "Beyond that, without seeing the actual memos that they (Crain) reported on, its hard to make any comment."

* * *

Also in Cleveland, members of the Newspaper Guild at the *Cleveland Plain Dealer* voted by 168-24 to authorize a strike if a new contract agreement was not reached by July 31. The Guild represents more than 200 reporters, photographers, artists, librarians, secretarys, clerks and some editors at the remaining daily newspaper in Cleveland.

Sieloff promoted

Alice F. Sieloff, was promoted to marketing services manager for *Detroit News*.

In her new position, Sieloff will be responsible for the paper's advertising, circulation and editorial promotion, public relations, and market research operations.

Sieloff joined the News as a promotion copy writer in 1969 and was promoted to merchandising supervisor in 1975. Since 1978, she has served as editorial/circulation promotion supervisor.

Ex-account exec joins Ad Bureau

Donald A. Grasse, a marketing consultant who prior to that spent 27 years with Tatham Laird & Kudner advertising agency, has joined the Newspaper Advertising Bureau as vicepresident in charge of the Chicago office.

Grasse, 53, replaces Michael J. Kelly, who retired this month after 10 years in the position.

In addition to heading the Ad Bureau's sales activities in the Midwest, West and South, Grasse will be in charge of administration for the Chicago office—the Bureau's second largest.

Grasse began his career with the ad agency as a media estimator. He became a media supervisor in 1956 and moved into account work in 1960, working on Coca Cola Foods, Formfit, Ovaltine and Wiedemann's Beer accounts.

In 1965 he became vicepresident and director of merchandising for the agency, with responsibility for the promotional activities of all the agency's clients. In 1974, he was promoted to management supervisor in charge of the Dean Foods, Sunfield Foods, Deltona Corporation and Monsanto accounts.

He left the agency in March 1981 to start his own marketing consulting firm where he represented many of the same clients as he did while at the agency.

Knoxville dailies offering competitive Fair coverage

By John Consoli

Talk to Jerry Dunning, advertising director of the *Knoxville (Tenn.) News-Sentinel* and the *Knoxville Journal*, and he'll tell you how both newspapers are reaping the benefits of the 1982 World's Fair with new sources of ad revenues.

Since the newspapers are part of a joint operating agreement on the business side, the situation during the Fair has been an adman's delight. A six-month long untapped market of potential new ad dollars right in their own backyard.

Dunning praises both newspapers as a means for advertisers to reach readers and touts how each newspaper has put out special tabloid news sections on the Fair and how each has provided "adequate space for daily news to cover a spectacular event such as the World's Fair."

Talk to editors of each paper and you find that the relationship between the two newspapers is not so friendly. And—it's really not supposed to be because under the joint operating agreement, each newspaper is supposed to operate editorially independent of each other.

In Knoxville, that's exactly what they are doing, with one newspaper accusing the other of blatant boosterism and the other saying that its competitor is an obvious foe of the Fair.

Editors for the independently-owned morning Journal have labeled the News-Sentinel a booster of the Fair and said News-Sentinel attitude has been to promote the positive aspects of the Fair while down playing or trying to ignore the negatives.

Editors for the afternoon News-Sentinel, a Scripps-Howard newspaper, call the Journal "a reporters newspaper," say there are some reporters on the Journal who have been opposed to the Fair from the start, and say this opposition has been evident in the tone of many news stories about the Fair.

"They have a couple of people on the (Journal) staff who feel their job is muckraking," one News-Sentinel editor said. "We have supported the Fair from the start. We felt it was a good thing. We have been close to it. It is running satisfactorily. The money (to finance it) is being paid back at a much faster rate than originally anticipated.

"We see no problems other than what you would normally see at any event which has an attendance of upwards of 100,000 people a day."

News-Sentinel editor Ralph Millett said his newspaper has "gone through thick and thin with the fair." He said the Journal has been a foe of the Fair but added, "Since Gannett acquired the Journal in 1981, the stance has become more neutral."

In addition to the newspaper's positive attitude toward the Fair, the News-Sentinel's top executive, president and general manager Roger Daley, was actively involved in bringing the Fair to Knoxville. He served a committee designed to lobby for the Fair and was later appointed to the Mayor's Action Committee to determine the reuse of the site following the Fair's conclusion.

Journal managing editor Tom Sweeten said the while Journal executives might have sat in on Fair planning meetings in the past, none have served on committees nor made decisions about the Fair.

Sweeten denied that his newspaper has been a "foe" of the Fair. He said the Journal has "printed both the good and the bad."

Sweeten said the News-Sentinel's attitude has been "if you say anything bad about the Fair you are automatically against it."

Sweeten cited one instance when, he said, a Journal reporter revealed that the package financing the Fair had not been put together. "They needed a $25 million line of credit and didn't have it." Sweeten said the News-Sentinel called the information erroneous but it instead turned out to be true.

When a reporter for the Journal assisted a *Newsweek* reporter on a story questioning aspects of the Fair, Sweeten said the News-Sentinel was openly critical of that reporter, labeling him a "foe of the Fair."

Sweeten said the Journal carried a story on housing price gouging "a week or 10 days before the News-Sentinel."

"Our reporter was writing some things they (the News-Sentinel) didn't want out," Sweeten said. "They wanted a united community effort. They felt his stories were hampering that. But he didn't write anything without checking it and verifying it.

"They've been a grade A booster, a complete booster," Sweeten said. "We've been a booster also, but have printed the negative aspects."

Both newspapers believe the many of the national news magazines and out-of-town newspapers that have done stories on the Fair have printed erroneous information.

"Much of it has stemmed from a lack of understanding of the local situation," Sweeten said. Both circulation and advertising are up for both newspapers as a result of the Fair. Each has produced special editorial sections on the Fair and garnered additional ad revenues and each has gotten special inserts run by Fair exhibitors.

The weekend prior to the opening of the Fair in May, the News-Sentinel published a 192-page section—Discover Knoxville—which contained 38 pages of World's Fair history. The tabloid set a new single section linage record for the paper, according to Dunning, containing nearly 100,000 lines of local, national and classified advertising.

The Journal published a 24-page commemorative World's Fair issue the day before the opening of the Fair and the News-Sentinel carried 48 extra pages in a souvenir issue that was published during the opening weekend of the Fair. Each of those contained 31,000 lines of ad linage which was repeat space from the Discover Knoxville tabloid.

The promotion departments at both newspapers also prepares a weekly special section called "This Week at the Fair." The special section is delivered to subscribers of both newspapers each week and about 100,000 extra copies are distributed by hotels, restaurants and tourist agencies. Each weekly section averages about 14,500 additional lines of ad space.

In addition, other sources of World's Fair ad linage have developed. For example, during Korean Week at the Fair, the Korean Pavilion purchased a six-page ROP section to kick-off the event. Other corporate exhibits and international pavilions have done the same.

Kenny Rogers to give awards

Country and Western singer, Kenny Rogers, is offering "substantial cash awards" for reports dealing with the issues of world hunger.

Kenny and Marianne Rogers have endowed the First Annual World Hunger Media Awards. The judging and distribution of the awards will be overseen by World Hunger Years, Inc., a non-profit organization founded by singer Harry Chapin, a crusader against world hunger, who was killed in an automobile accident last year.

The following are the categories in which nominees will be considered: Best newspaper coverage; best periodical coverage; best college publication coverage; best film; best tv coverage; best radio coverage; best photojournalism; best book.

Deadline for submission of entries is July 31, 1982. Late entries will be accepted. Only work appearing in the United States between July 1, 1981 and June 30, 1982 is eligible. Entries should be sent to the offices of World Hunger Year, Inc., 350 Broadway, N.Y., N.Y. 10013.

Awards will be presented in Los Angeles on November 26, 1982.

Editor & Publisher

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Second quarter results reported

(Continued from page 9)

increase. Revenues for the first six months were $106,967,000 compared with $91,194,000 for a 17% increase.

Wilson C. Wearn, chairman and chief executive, said the company's performance was most gratifying in view of the sluggish economy. Broadcasting revenues increased from $25,654,000 to $28,758,000, for a gain of 12% for the quarter and from $45,834,000 to $52,599,000, for a gain of 15% in the first half. Newspaper revenues for the quarter increased 6% to $21,011,000 from $19,851,000 and for the first six months went from $37,177,000 to $39,342,000, also a 6% increase. Cable television revenues increased 77% in the second quarter from $4,416,000 to $7,820,000 and 84% for the first half to $15,026,000 from $8,183,000.

The board of directors declared a dividend of 17½¢ per share payable August 16, 1982, to shareholders of record as of August 2, 1982.

Washington Post Company reported net income of $16.6 million ($1.17 per share) for the second quarter of 1982, an increase of 25.2% over net income of $13.2 million (94¢ per share) reported in the comparable period last year.

Revenues for the quarter rose 6.7% to $207.2 million, from $194.3 million in the second quarter of 1981.

For the first half of 1982, net income was $21.7 million ($1.53 per share), up 44.0% from $15.1 million ($1.07 per share) achieved in the first half last year. Revenues for the first six months totaled $390.4 million, an increase of 8.4% from last year's $360.1 million.

Strong performances by the newspaper and broadcasting divisions contributed to the revenue and earnings gains for the second quarter and first half.

Newspaper division revenues increased 17.2% in the second quarter (18.8% in the first half), reflecting gains in advertising and significantly larger circulation.

Broadcasting division revenues advanced 12.8% in the second quarter (13.0% in the first half). *Newsweek* revenues excluding the results of *Inside Sports* in 1981, were behind the second quarter and first half of last year as a result of a decrease in advertising pages.

The sale in late 1981 of Inside Sports magazine and the *Trenton Times*, each of which had been operating at a loss, had a favorable impact on this year's second quarter and first half earnings gains. Earnings for the first half of 1982 also were favorably affected by the $1.1 million (8¢ per share) net gain on the sale in March of the company's minority interest in a photocomposition company.

Washington Post Co. continues to anticipate that 1982 will be an excellent year.

Knight-Ridder Newspapers, Inc. earned $27,883,000 or 85¢ a share in the second quarter of 1982 versus 82¢ a share or $26,588,000 a year ago.

Operating revenues rose 7.1%. Reflecting the continuing recession, full run advertising linage declined 6.9%. Daily circulation was up 6.3% and Sunday circulation rose 5.8% largely due to gains in Philadelphia.

Robert F. Singleton, senior vicepresident/finance, said, "Our contingency plans, which include a hiring freeze, are playing an important role in producing the earnings growth necessary to enable us to continue our strong capital investment program which this year will amount to $85-$90 million. Improvements in risk management at our operating properties also are paying off significantly with major savings in KRN's self-insurance program as a result of both reduced claims and reduced costs of claims."

He said, "Newsprint price increases previously announced have been deferred by the manufacturers because of slack demand remainder of the year.

"We also will benefit from additional tax credits which will lower our effective tax rate to approximately 45%," he said. "We expect to complete 1982 slightly ahead of 1981."

Primary earnings of 80¢ per share were reported by **Harte-Hanks Communications, Inc.** for the quarter ended June 30, 1982. This represents a 5% improvement over the 76¢ primary earnings per share reported for the same quarter of 1981.

Fully diluted earnings for the second quarter of 1982 were 76¢ compared to 72¢ for the same period last year.

Robert G. Marbut, Harte-Hanks president and chief executive officer, said, "We are proud of the extra effort that employees made to achieve growth during the middle of such a difficult nationwide recession. This performance has set the stage for us to continue the momentum and have record earnings for 1982."

The second quarter of 1982 was Harte-Hanks' 42nd consecutive quarter of earnings growth over the same quarter of the previous year. Earnings were after goodwill amortization of 13.4¢ per share, compared to 12.8¢ in the same quarter of 1981.

Second quarter revenues were $101,147,000, up 14% from the $88,816,000 reported in second quarter of 1981. On a pro forma basis, revenues increased 13%. Net income for the quarter was $7,797,000, up 7% from the $7,297,000 reported a year earlier.

For the first six months of 1982, primary earnings per share were $1.25, up 4% from the comparable period last year. Fully diluted earnings were $1.20 per share, up 4% from the same period in 1981.

Revenues for the first six months reached $187,895,000, compared to $164,069,000 for the same period last year. Net income was $12,197,000, compared to $11,520,000 in the first half of 1981.

Events of significance during the quarter included:

Election of Warren L. Batts, president of Dart & Kraft, Inc., to the Harte-Hanks board of directors.

Appointments of Charles H. Everill as president Consumer Distribution Marketing (CDM), effective August 1. Everill succeeds C. Ben Rodgers, who resigned to start his own company. Everill will continue as Harte-Hanks' senior vicepresident, marketing, in addition to heading CDM.

Naming of two new group presidents as part of the reorganization of CDM. Effective July 1, Stephen L. Thompson was named president CDM West, which was restructured to comprise Harte-Hanks' Pennysavers, distribution systems and computer services in California. Richard D. Mandt was named president of CDM South, a new group including shopper publications and distribution operations in Texas, Arizona, New Mexico and Florida. Mandt's appointment will take effect upon Harte-Hanks' acquisition of the *Miami Flyer*, of which Mandt is president. The acquisition is expected in July.

Election of William G. Moll as a senior vicepresident of Harte-Hanks. Moll is president and chief executive officer of the company's broadcasting and entertainment area of business.

Acquisition of El Paso Shopping Guide, Inc., publisher of a weekly shopper reaching 160,000 households in El Paso, Texas, and Las Cruces, New Mexico.

Acquisition of AAA Direct Mail Advertising, Inc., a direct mail and marketing company based in Salt Lake City, Utah.

Acquisition of Tele-Research Item Movement, Inc. (TRIM) and Tele-Research, Inc., both based in Los Angeles. TRIM uses data generated by scanners at supermarket checkstands for consumer and marketing research. Tele-Research measures the effectiveness of advertising and products in terms of the actual purchasing behavior of supermarket shoppers.

Opening of a regional group office to manage Harte-Hanks' cable tv operations in the Houston area.

Naming of Dr. Pat LeMay Burr as senior corporate director, marketing, for Harte-Hanks. Burr was formerly an associate professor of business at the University of Texas at San Antonio.

(Continued on page 19)

New savings plan offers tax deferral

After less than one year of operation, *Washington Post* has made alterations in its Employee Savings Plan to allow for some tax deferral of employees' contributions.

"We wanted to offer our employees as much help as possible in saving for their retirement and in deferring taxes," says Mike Stolbach, benefits manager. The new tax deferral provisions were effective on July 1.

The original savings plan was installed on September 1, 1981, after a review of the Post's benefit programs showed the need for some sort of capital accumulation plan. Company contributions were at 50% of the employee's basic contributions, which were from 1% to 5%. Above the basic contribution, the employee could elect to contribute up to an addtional 6% in supplemental contributions. Supplemental contributions could be withdrawn as often as every 6 months. Although basic contributions and vested company contributions could also be withdrawn, a suspension of company contributions for a certain time was required. Company contributions were vested after 4 years of service.

The new savings plan, which includes a tax deferral provision under IRC 401(k), limits the employee's basic contribution to 2½% of pay (automatically tax deferred), which is matched 100% by the company. The employee may then elect to contribute up to an additional 10% in supplemental contributions. The employee can choose to tax defer up to 4½% of that 10%.

"All employees' needs are not the same," noted Mike Bahr, savings plan administrator. "With this arrangement the employee can decide how much of his money is to be tax deferred. Tax deferred money, as well as company contributions, may only be withdrawn for serious financial need. Other supplemental monies may be withdrawn as often as once per quarter. Participants have their choice of long term savings with their tax deferred contributions and/or short term, specific goal saving with supplemental, after tax, contributions."

Additionally, as of July 1 all employees became 100% vested in their old savings plan balances with withdrawal rules effective under the new plan. The new plan also provides for immediate vesting of company contributions.

The plan will continue to offer flexibility in its investment funds—fixed, equity, and company stock. As with the original plan, only company contributions may be invested in the company stock fund, and all investment allocations must be in increments of 25%. Participants may change their investment mix once per calendar year, at the end of the quarter.

A vital component to the success of the new plan is communications. When the original plan was introduced, small employee meetings were held and a slide show presented which was prepared by the in-house promotion department. Stolbach, Bahr, and benefits specialist Pat Coleman were available to discuss important aspects of the plan and to answer any questions.

Prior to making the final decision to change the plan, employees were informally polled for their feelings about how, specifically, the more stringent withdrawal rules would affect their participation. Few felt that there was a disadvantage. The decision was then made to go with the updated plan.

New meetings and audio-visual show were once again put together, integrating the old and new plans and highlighting the merits of saving under a tax deferred system. "The advantage of lowering your tax bracket while saving money was very attractive, and our employees saw that this outweighs the difficulties in withdrawing money prior to termination of employment or retirement," Coleman says. "And a personalized invitation showing how your dollar can grow certainly encouraged attendance." Each employee received a new dollar bill on his invitation.

Finally, all payroll and data processing systems needed to make adjustments to enable the tax deferred deductions. This brought three separate departments together, planning the change and how it would be shown on each employee's pay notice. "We all worked well together, considering the major data changes that had to be made. It all came together, though, on July 1." Stolbach has reason to feel good about the change: "Our participation rate continues at over 90%."

Amon Carter Jr. dies at age 62

Amon G. Carter Jr.,62, publisher of the *Fort Worth* (Tex.) *Star-Telegram* died July 24.

Carter was stricken by an apparent heart attack while driving to the airport.

In addition to his newspaper post, Carter was a director of American Airlines, which his father had helped to found. He was also a director and held a minority interest in the Texas Rangers baseball team and was a director of the West Texas Chamber of Commerce.

Photogs want newsroom to respect them

Editors whose established newsroom policies exclude photographers from active participation in the total news process were cited by news photographers as one of their biggest problems in a Kansas State University study.

The study, designed for the purpose of understanding work-related problems of photojournalists, was conducted by Dorothy Koepsel. Questionnaires were sent to over 300 members of the National Press Photographers Association.

According to the 175 members who responded, newsroom policies regarding the reporter-photographer team were the source of the most serious work-related problems. The lack of respect and recognition given photographers' work when compared to that given reporters' were widespread complaints.

One photographer wrote that the lack of respect for the work was so serious that, "the choice, with very, very few exceptions, with remaining a photojournalist or not, is between earning a comfortable living or having your work well used."

Over 97% of the participants agreed that photographers should be included in news-staff meetings which include reporters, be on an equal basis with reporters in newsrooms, and be consulted when layouts are made. Almost 80% said photographers should have control of photo essays and cropping pictures but 80% disagreed that reporters should have control over pictures in feature stories.

Questions on publication policies brought answers by over 70% that publications should have a philosophy on the part photographers play in the overall news operation, a code of ethics, a policy on subjects' picture rights, and a policy on photo equipment used on assignments.

Results of the survey also showed 97% of the participants agreed publications should provide periodic reviews on legal aspects of news photos but only 66% said publications should provide invasion of privacy insurance.

Some participants cited interference as even more of a problem than newsroom policies. The interference comes mostly from authorities, one photographer said, such as police or fire, but sometimes it is from by-standers at the scene.

On the question of whether photographers should have the right to turn down life-threatening assignments, 92% of the participants agreed they should have the right. But only 49% said that publications should provide bullet-proof vests if needed.

Explosions rip Tucson Star/Citizen

In the wake of electrical explosions which crippled Tucson Newspapers Inc., the *Arizona Republic/Gazette* offered printing facilities—downtown and in Mesa—to the Tucson newspapers July 22.

Friday morning's Star was printed at the Republic/Gazette Southeast Production Facility in Mesa, which was not scheduled for regular production of daily newspapers until mid-August. It was first full newspaper printed at the new facility. The Mesa facility began printing special sections June 24.

Tucson Newspapers, Inc. was the site of three explosions at a bank of electrical transformers and electric service was lost to both the morning Arizona Star and the afternoon *Tucson Citizen*. Officials blamed an electrical malfunction for the three explosions, which they said could have been caused by rain water leaking into a piece of electrical cable.

The Phoenix and Tucson newspapers signed an agreement about five years ago to come to each other's aid in the event of just such a disaster.

The Republic/Gazette offered to print the Tucson papers as long as they were needed.

Seven employees were injured in the blasts including Frank Johnson, Star executive managing editor; Frank C. Delahanty, Star business manager; and Jack Sheaffer, Star chief photographer. Four of those injured were listed in critical condition.

The Phoenix newspapers came to the aid of Tucson and printed 44,500 copies of an abbreviated edition of Thursday afternoon's Tucson Citizen at the downtown Phoenix plant.

The Citizen's normal circulation is more than 61,000 newspapers with three editions of about 64 pages. Thursday's Citizen had 56 pages and both promotional and paid advertising was cut back with the decrease in pages.

A portion of Friday afternoon's Citizen also was printed by the Phoenix newspapers. Tucson's production facilities were back in operation by Saturday.

TALL SHADOWS by David Hornback

SURVIVER by Dennis Chamberlin

CRUSHED by Todd Buchannan

College photogs win scholarships

Three college students were named winners of the $1,000 Joseph Ehrenreich/National Press Photographers Foundation Scholarships.

Chosen for their demonstrated potential, scholarship and financial need, this year's recipients are: David Hornback, University of Kansas; Dennis Chamberlin, Indiana University; and Todd Buchanan, Western Kentucky University.

All three said they hope to work as photographers for daily newspapers after graduation and each already has held at least two internships with daily papers. Samples of their published photos appear above.

Boulder Camera appeals contempt

Attorneys representing the *Boulder* (Colo.) *Daily Camera* filed a motion July 15 to appeal a June 15 ruling that the newspaper was in contempt of court for contacting prospective jurors in the murder trial of Robert Landry.

The motion for a new trial was filed in Boulder District Court.

Thomas B. Kelley, a Denver lawyer representing the Camera, said if Boulder District Judge Murray Richtel denies the motion, the Camera can then take the case to the Colorado Court of Appeals.

Richtel declared the Camera, executive editor Robert Knaus and former assistant city editor Mike Stone in contempt for contacting potential jurors in a much-publicized case. The Camera was ordered to pay $6,263 in fines, $2,300 to cover the cost of four days of jury selection lost when prospective jurors were dismissed, and $3,693 in prosecutors' costs.

The Landry trial eventually was moved from Boulder to Durango. Landry pleaded guilty May 27 and was sentenced to life in prison in the January 1981 slaying of Mary Ann Bryan of Longmont.

Kelley said he doubts if Richtel will approve the Camera's motion for a new trial. Richtel faces no time limitations in his review of the motion.

Atlanta dailies introduce shared mail

In a new program named REACH, the *Atlanta Journal* and *Atlanta Constitution* have developed a system for delivering preprinted newspaper supplements combined in shared mail packages to selected groupings of non-subscribers.

Jerry West, vicepresident and director of sales for the Atlanta newspapers, said, "With the addition of the Reach program, we can now offer advertisers cost-efficient distribution to virtually 100% of 5-county metro Atlanta households, selectively targeted within zip codes."

Since February, 1979, the Journal and Constitution have provided zoned preprint distribution in the newspapers throughout the 28-county metropolitan area surrounding Atlanta. The newspapers use a system called ZAP (Zoned Area Preprints). On May 2 of this year, the number of zones was expanded from 15 to 29 and the additional flexibility of separating home-delivery from single copy was implemented.

The Reach effort complements the in-paper zoned distribution program by offering selected market coverage of non-subscriber households with zip code precision. An advertiser can buy as few as 5,000 non-subscriber households or as many as 400,000. Every household in metropolitan Atlanta can be accessed through a single source.

Reach preprints are distributed as inserts in a four-page mini-newspaper called *Reach for Good News*. This new package provides an attractive enclosure for advertising inserts and gives non-subscribers exposure to several of the most popular columns and articles from the dailies.

"There is unlimited potential for the new Reach program," West added. "In addition to extending preprint distribution, we are expanding our marketing effort with non-subscribers. They are receiving weekly highlights from the papers with an invitation to become a subscriber."

Tony Webb, director of Reach, says that local and regional advertisers are enthusiastic about the new capability. Thus far, regular users of the new Reach package include Zayre, Sears, Food Giant, Kroger and K-Mart.

"The thing that sets our system apart," Webb said, "is the quality of our data base and flexibility of our address access system. We have had outstanding cooperation from the U.S. Postal Service in verifying our address list of metropolitan households. Our new computerized central billing system provides an accurate up-to-date subscriber list to run against the Reach address universe. Significant flexibility has been designed into our file access system enabling us to support custom targeted distributions, in addition to our weekly 'Reach for Good News' mailings."

reach for
GOOD NEWS

Atlanta called #1 in U.S.

Who Needs Tropical Living?

Carter Library: The Best Site Considered

Shared mail tab

Atlanta Journal and Atlanta Constitution Zap and Reach services can be purchased independently or together. Some advertisers have opted to employ Reach through solo mail rather than shared mail.

Reach inserts are delivered, by mail, the day following in-paper advertising. Sunday distribution in-paper coincides with Monday "Good News" mail delivery; when initiated later this year, Wednesday and Thursday Zap will coincide with Thursday "Good News" mail delivery. Solo mail is available for Monday through Saturday delivery.

Depending upon the mix of newspaper and Reach distribution, advertisers are able to purchase the new selective marketing capabilities using Monday shared mail at combined Zap/Reach rates ranging from $22 to $48 per thousand.

"We are now able to offer advertisers the best of both worlds," Webb concluded, "the acceptability of newspaper and the advantages of direct mail. And, the new package is being very favorably received by both advertisers and non-subscribers."

The new Reach program is housed in a 20,000 sq.ft. facility in Atlanta. Equipment includes: a Sheridan 1348P insert machine; Cheshire labeling heads and bases; Weldotron plastic shrink wrap equipment and Mallow tieing machines.

Information on the new Reach operation is available from Tony Webb, Atlanta Journal-Constitution, PO Box 4689, Atlanta, Georgia 30302, (404) 526-5730.

157,000 homes to receive TMC weekly

The largest-circulation free weekly newspaper in Tennessee will begin publication September 8, according to Kingsport Publishing Corporation, publisher of the *Kingsport Times-News*.

Neighbor will be distributed to all homes in the seven counties of Upper East Tennessee and Southwest Virginia that comprise the Tri-Cities SMSA, the nation's 91st largest market. Neighbor's circulation will be 115,000 and, when combined with the Times-News, will provide advertisers with a vehicle to reach 157,000 households.

Frank Leeming, publisher of the Times-News, said work on Neighbor has been underway for 22 months and will involve an expenditure of close to $2 million. Included is a $1.3 million addition and renovation of the 10-year-old Times-News building in Kingsport.

Mike Sewell, general manager of Neighbor, said the Neighbor/Times-News combination would offer advertisers for the first time an opportunity to reach the growing Tri-Cities market. The market has been fragmented by four daily newspapers, a dozen weeklies, 26 radio stations and dozens of television stations coming in over multiple cable systems.

The most complete household mailing list ever produced for the region will be the basis for Neighbor's distribution. Circulation by mail will be on Wednesday except in the Times-News' city zone, where non-subscribers to the all-day Times-News will receive Neighbor from youth carriers.

Neighbor will be a broadsheet newspaper using extensive color. Contents will include a 65-advertising/35-news percentage ratio. The news content will be based on extensive market research showing readers are looking for upbeat success stories, how-to articles, news about interesting people and helpful features.

ROP advertisers will be able to purchase space for the entire region, or in one of three zones. Preprint advertisers can have their inserts delivered to the entire market, or to as small an area as a single zip code. Within six months, even smaller geographic targets will be available for preprint advertisers.

Converts to a.m.

Mattoon (Ill.) *Journal-Gazette* (William Hamel, publisher) has announced that effective October 4, 1982, it will switch from a p.m. to an a.m. daily. Editorial and production staffs of the Journal-Gazette and the *Charleston* (Ill.) *Times-Courier* will share the Journal-Gazette office. The Charleston paper is already an a.m. daily.

Wine drinkers rate newspaper as top choice

The Cassandras who are busy trumpeting the doom of the print media had better take a long hard look at a recent report entitled, "Marketing California Wines: A Consumer/Advertising Study," a survey of 499 randomly selected adults throughout California which was conducted by the Los Angeles consulting firm, California Communications Consultants.

In that study, which provides a detailed analysis of advertising media usage, wine buying habits and five distinct behavioral profiles of wine drinkers in California, 51% of the respondents described themselves as either "heavy" or "very heavy" newspaper readers. Another 36.8% described themselves as "heavy" or "very heavy" magazine readers.

Radio scored second best with 45.2% of the respondents describing themselves either as "heavy" or "very heavy" listeners. On the other hand, only 31% of the sample described themselves as either "heavy" or "very heavy" viewers of television.

In a close look at magazine readership, more than thirty magazines were named by more than one respondent. Leading the parade by a healthy margin, *Time* received the votes of 14.8% of the surveyed group. *Reader's Digest* was second with a score of 6%, followed by *Playboy* and *U.S. News and World Report* with 5.8%. *Omni*, *People* and *Good Housekeeping* were each rated as favorite by 4.17% of the 499 Californians whose answers provided the basis for the CCC survey. Other magazines chosen as favorites by ten or more respondents were *GQ* with 3.8%, *Newsweek* with 3.5% and *Smithsonian* with 3.3%.

Several surprises on the list included such specialized magazines as *Fine Woodworking*, *Gold Digest* and *Psychology Today*.

When it came to radio programming, popular rock music received 156 votes as "the favorite type of program," followed at a distance by news with 112 votes, golden oldies with 107 votes and country music with 103.

Sports trailed with 90 votes, followed by middle-of-the-road music with 82, and talk shows with 64.

When voting for preferred types of tv viewing, the respondents chose movies with a narrow margin over news, 214 votes to 199. Sports followed with 185 votes, with documentaries receiving 155 votes and specials receiving 149.

The old stand-by categories, such as comedy, received 81 votes, drama received 79, variety 39 and soaps, 16.

As for the advertising message itself, it was determined that ads stressing the "great taste of wine," an unusual or exotic locale and the general popularity of the wine, had the best remembered impact.

Advertisements aimed primarily at males in upper income and education groups, particularly through the use of television, seemed to be preferable.

In-depth analysis of the data revealed five distinctly different behavioral patterns of life styles descriptive of California's wine drinking population.

These included "the indifferent sensualist," the "heavy macho male" and the "luxury seeking moderate drinker," along with the "price-bound moderate drinker" and the "experimental female moderate drinker," according to Charles Martin, Ph.D., president of California Communication Consultants.

Martin is a media expert and former professor of advertising at the Universities of Georgia and Texas, and most recently, head of the advertising sequence at Pepperdine University in Malibu, Calfornia.

For example, Martin describes the "heavy macho male"—who represents 25% of the survey sample, as a person favoring ads which stress good taste and the "grand tradition" of wine preparation and consumption. He enjoys wines described as "mellow" and very strongly

(Continued on page 23)

UNDERWRITER?

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Newspapers urged to embrace shared mail TMC programs

Shared mail total market coverage programs are fast becoming an institution in the newspaper business as newspapers strive to protect their share of the retail advertising market.

A panel of shared mail experts convened in San Diego last week at the International Newspaper Advertising and Marketing Executives annual summer meeting and offered ad directors advice and insight into the direct mail business. Their advice: get into shared mail, augment it with ROP and think small.

James Hollis, the Newspaper Advertising Bureau's resident expert on marriage mail programs, told the ad directors that shared mail rates have increased only about 3% per year since the U.S. Postal Service created shared mail in 1979. "With the Postal Service having a current estimated surplus of $400 million plus — in lieu of their estimated $125 million surplus covering the fiscal year ending this September — it is my guess that we cannot look for increased third class rates at least until the fall of 1984," he said.

Hollis noted that shared mail firms are currently charging around $35 per thousand for an eight to 12-page tab weighing up to 1.25 ounces. This rate, he said, should be seriously considered by newspapers with shared mail competitors when rates are set.

Pointing out that shared mail does have its disadvantages (such as indefinite delivery dates and inability to spread budget though the week), Hollis said he believes newspapers can do a better job selling the advantages of being in the newspaper, "perhaps with a smaller insert mid-week followed by productive, hard pulling ads at the end of the week."

However, Hollis did not discount the importance of shared mail programs in the newspaper business. "We need a non-subscriber delivery program which can be a shared mail program to non-subscribers mailed once a week in direct competition with the shared mailer. It can take the form of a non-subscriber shopper or entertainment guide as a wrapper delivered either by mail, or, if the newspaper's circulation is high enough, by using their own delivery force."

He advised, "One of the biggest reasons for failure in direct mail programs, in my opinion, is offering an advertiser too much coverage in total for too much cost. Many advertisers believe they need 100% coverage of an area far larger than their store can draw from."

He explained, "As an example, the average discount store in this country does about $7 million per year in volume. 25,000 circulation is all that is needed to generate sales far above this average.

"What will produce additional sales is an intelligent review of each store and its true potential drawing area," Hollis said, "the non-subscriber cost (should be) reduced to the smallest amount possible, utilizing additional funds for ROP ads at the end of the week to attract those customers who shop in newspapers."

"I suggest that you deliver non-subscriber circulars or products to the smallest area that will satisfy the retailer and do a lot of studies with the stores involved, because, generally, a store will not draw from an area larger than the area its employees come from. We suggest that you offer two sizes of non-subscriber zones," he said, one to give retailers adequate coverage of their traditional trading zone and another to cover wider zones for storewide events, like back-to-school, Christmas and other key retail seasons, which tend to draw from a wider area.

Jim Pollard, retail advertising manager for the *Sacramento* (Calif.) *Bee*, gave the ad directors some tips gleaned from his experience with the Bee's shared mail program.

First, Pollard noted, the sucess of a shared mail program depends on quality of delivery. For this reason, the Bee maintains close and cordial relations with postmasters in its coverage area.

Pollard and his counterpart at the *Oceanside* (Calif.) *Blade-Tribune*, Dave Nydegger, noted that in order to make a shared mail program profitable at competitive rates, a newspaper must use a jacket or additional lightweight advertising pieces to supplement the insert package. The Bee, Pollard explained, wraps advertisers inserts inside an 11½" by 13½" advertising-only jacket. The jacket ROP rates are about the same in cost per thousand as the newspaper, and it has proven the most profitable portion of the product. Since postal rates increased last November, the Bee's shared mail program is working on an 8.7% profit margin, Pollard said.

Nydegger said his paper makes its program profitable through sales of single-sheet, lightweight ads which are slipped into the shared mail package.

"If you don't currently produce a viable alternative to marriage mail in your local market, I strongly recommend that it be implemented as soon as possible," Pollard said. At the Bee, he said the program has protected its insert volume, improved the paper's market penetration, increased the Bee's share of the retail market, improved sales results when used in conjunction with ROP.

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SYNDICATE DIRECTORY

57TH ANNUAL DIRECTORY OF SYNDICATED SERVICES

A complete guide to syndicated features and services

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SYNDICATES

An E&P pull-out section published JULY 31, 1982

UFS & NEA

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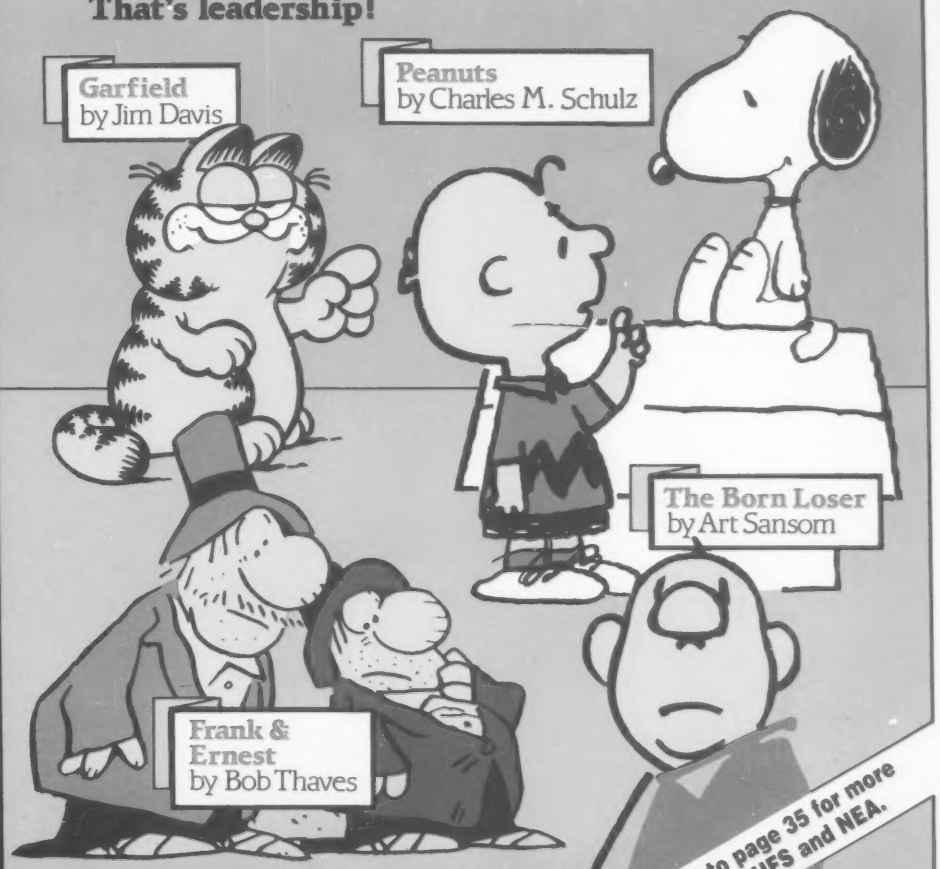

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Turn to page 35 for more about UFS and NEA.

A family of writers and a family of readers

Writing for your family of readers, all 28 million of them from 358 newspapers across the nation.

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Syndication's best and brightest stars are enrolled at King Features

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Beetle Bailey

Heloise

Nicholas von Hoffman

Hägar the Horrible

Miss Piggy and Kermit

Mandrake the Magician

Donald Duck

Jim Bishop

Dr. Joyce Brothers

Popeye

King Features Syndicate

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King Features the class comics

Super seniors

Blondie. Everybody's favorite couple appears in over 1,800 papers. Soon to be a major TV special. By Dean Young and Mike Gersher. D&S.

Jim Henson's Muppets. Starring Miss Piggy, Kermit, Fozzie Bear, Gonzo, and the gang. Funny gags and beautiful artwork to entertain readers of all ages. By Guy and Brad Gilchrist. D&S.

Hägar the Horrible. Heroic, but not too; ambitious, but not enough. The bumbling Viking is an international favorite in 1,400 papers. By Dik Browne. D&S.

Beetle Bailey. The ideal comedy "gang" with characters your readers recognize and relate to. Carried by over 1,600 papers worldwide. By Mort Walker. D&S.

Adventure, suspense, mystery

Flash Gordon. The greatest space hero stars in a major motion picture, an NBC-TV animated series and currently appears in more than 300 papers. By Dan Barry. D&S.

Mandrake the Magician. Magic and mystery with Mandrake and Lothar. Coming to life on the screen in 1983. By Lee Falk and Fred Fredericks. D&S.

The Phantom. Nearly 600 papers carry the adventures of "the ghost that walks." By Lee Falk and Sy Barry. D&S.

Prince Valiant. Stirring medieval sagas for Sunday sections feature the brilliant artwork of John Cullen Murphy. Created by Hal Foster. S.

Steve Canyon. The adventures of the famous soldier of fortune bring excitement to readers of 500 papers. By Milton Caniff. D&S.

Secret Agent Corrigan. The intrepid FBI agent stops crime cold. By George Evans. D.

Buz Sawyer. International intrigue with the globe-trotting adventurer. By John Celardo and Edwin Granberry. D.

Brick Bradford. Futurist peril with the celebrated time traveler. By Paul Norris. D&S.

Dr. Kildare. Life and death medical struggles of the young intern. By Ken Bald. D&S.

Tim Tyler's Luck. The teens in the jungle take on beasts and villains. By Lyman and Bob Young. D.

The Heart of Juliet Jones. Over 300 papers carry this continuing drama. Stan Drake's extraordinary art makes it all the more compelling. D&S.

Rip Kirby. The comic page's smoothest detective. Tongue-in-cheek writing, brilliant artwork. By John Prentice and Fred Dickenson. D.

Gunner. International soccer with all its intrigue and excitement is this strip's playground. By Tobias and Grassi. D.

Prof's panels

The Berenstain Bears. Papa, Mamma, Sister and Brother. They may live in a tree, but they're a lot like you and me. D.

Rafferty. The only *reading* feature for children. Warm and whimsical. Written by Gerald Dumas, beautifully illustrated by Mel Crawford. D.

Hazel. Ted Key's hilarious maid is a national institution. D.

Laff-A-Day. Top cartoonists take turns being funny. D.

Ripley's Believe-It-Or-Not. The original facts and oddities feature is now a prime time TV series. Over 300 papers use it daily. Drawn by Walter Frehm. D&S.

They'll Do It Every Time. And with the predictable hilarity that amuses readers of nearly 400 papers. By Bob Dunn and Al Scaduto. D&S.

Laugh Time. Bob Schroeter's wry look at a mad world. D.

My Grandma. She's everybody's favorite grandma. By Donna Scott. D.

Ponytail. The world of teenagers portrayed delightfully by Lee Holley. D&S.

Queenie. The blonde bombshell leaves men speechless and women jealous. By Phil Interlandi. D.

Trudy. The trials and tribulations of life in suburbia. By Jerry Marcus. D&S.

Today's World. Fresh, incisive humor. By David Brown. D.

The Lockhorns. The humor is always rapier sharp & close to home. By Bill Hoest. D&S.

You're Getting Closer. Warm, sensitive suggestions for improving adult/child relations. By Patte Wheat and Dale Hale. D.

The Nebbishes. Affectionate, bumbling typos in the manuscript of life. By Herb Gardner. Weekly.

The greatest gags

Hi & Lois. Warm, funny, relevant—and with fans in 900 papers. By Mort Walker and Dik Browne. D&S.

Barney Google & Snuffy Smith. One's lazy, one's crazy, and they're both favorites in more than 800 papers. By Fred Lasswell. D&S.

Agatha Crumm. The tyrannical tycoon who generates big laughs. By Bill Hoest. D&S.

Redeye. Wild West antics among some strange cowboys and Indians. In over 400 papers. By Gordon Bess. D&S.

Popeye. He's the world's most famous sailor and a top-rated CBS Saturday morning star. By Bud Sagendorf. D&S.

Sam & Silo. Comic constables in the Mack Sennett tradition. By Mort Walker and Jerry Dumas. D&S.

The Small Society. Morrie Brickman's deft political and social satire works on either the comics page or op-ed. D&S.

Inside Woody Allen. Have you laughed at your angst today? By Stu Hample. D&S.

Moose Miller. He's lazy but lovable. By Bob Weber. D&S.

The Katzenjammer Kids. The classic strip still loved by readers all over the world. By Angelo DeCesare. S.

Little Iodine. The spoiled brat of the Sunday funnies. By Bob Dunn and Hy Eisman. S.

Bringing Up Father. The timeless domestic squabbles of Maggie and Jiggs. By Frank Johnson and Frank Fletcher. D&S.

Archie. The world's most popular teenager appears in over 600 papers and has TV tie-ins on six continents. D&S.

Tiger. A selection as Best Humor Strip by the National Cartoonists Society, Tiger turns kids on. By Bud Blake. D&S.

Boner's Ark. Boner brought along *one* animal of every kind and still doesn't see where he went wrong. By Addison and Frank Johnson. D&S.

Mr. Abernathy. He's got money, girlfriends, and fans. By Frank Ridgeway. D&S.

Henry. The most popular pantomime strip character anywhere. By Jack Tippit and Don Trachte. D&S.

Nubbin. A cute kid and his daffy animal pals. By Jim Burnett and Henry Boltinoff. D.

Quincy. The inner city kid drawn with warmth and humor. By Ted Shearer. D.

Hubert. Man versus mother-in-law. By Dick Wingert. D&S.

The Evermores. Comic moments in the life of an ageless family. A clever new strip by Johnny Sajem. D&S.

The Disney touch

Winnie The Pooh. The bear of little brain and great charm entertains children of all ages. D&S.

Donald Duck. Disney's irascible and wise-quacking duck. D&S.

Scamp. The cuddly canine with a nose for trouble. D&S.

Mickey Mouse. The world's most famous mouse soars in newspapers, television, and film. D&S.

Walt Disney's Classic Tales. Special stories for young and old. For the holidays this year, "Mickey's Christmas Tale" with Mickey as Bob Cratchit and Goofy as the Ghost of Christmas Past. Merry Christmas, Every One! S.

Walt Disney's Annual Christmas Strip. Christmas Tales designed specially for the holiday season. This year, "The Mysterious Christmas Spell!" D.

Most likely to succeed

Four new members of King's Class of the Year

The Evermores.
The warm and humorous side of a timeless human nature is personified by Bert and Bee Evermore, who pop up in the strangest ages—from the stone age to the space age. Master cartoonist Mort Walker created the Evermore concept, and the bright, fresh talent of newcomer Johnny Sajem brings it to life daily and Sunday.

At Work.
Dr. Adele Scheele has something all readers want: The secret to success. She's one of America's top career strategists and her motivating commonsense guidelines to getting ahead appear twice a week in her unique practical advice column.

Anne Taylor Fleming.
Anne Taylor Fleming examines and explains political, social and economic issues—and anything else that catches her eye—with a style all her own. Like her popular CBS Radio Network "Spectrum" broadcasts, her twice weekly column is witty and provocative.

Ribbons.
She's the cutest new dog to trot along in decades, and she'll debut this fall with her scruffy pal Haywire. Ribbons was created just for newspapers by one of the masters of humor and family warmth, Hallmark Cards. D&S.

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To arrange commencement,

Class favorites

Rolling Stone Column. Music coverage and record reviews, gossip and profiles of the hottest stars. 3 TW.

Rolling Stone Feature Service. Exceptional coverage of major social, political, and cultural trends, entertainment, and unusual people. Bi-weekly.

The Tiger's Beat. A column of topics teenagers care about—*their* celebrity gossip and interviews, fashion tips, beauty, and style. 3 TW.

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Dr. Joyce Brothers. The world's best-known psychologist gives sound, sensible advice on a wide variety of problems. Includes weekly personality quiz. 7 TW.

Speaking of Your Health. A contemporary medical column with a gentle bedside manner by respected physician Dr. Lester Coleman. 6 TW.

Helen and Sue Bottel. Helen answers personal questions, daughter Sue poses the younger generation's viewpoint. 7 TW.

Extracurricular activities

Your Individual Horoscope. Bright writing by Frances Drake for one of your best-read features. In over 300 papers. 7 TW.

Mirror of Your Mind. John Conwell reflects on psychology today. 6 TW.

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This Day In History. Significant events and celebrity birthdays. 7 TW.

Most provocative.

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Jeffrey Hart. Pungent prose and analysis from a no-nonsense author. 3 TW.

Kevin Phillips. The "prophet-geographer" of today's politics; his predictions of trends have proven to be uncannily accurate. 3 TW.

R. Emmett Tyrrell. Erudite, passionate, and stylish analysis from the editor-in-chief of *The American Spectator*. Weekly.

John Chamberlain. A distinguished veteran regarded as one of the foremost conservative spokesmen. 3 TW.

Kingsbury Smith. The unique viewpoint of a Pulitzer Prize-winning writer. Weekly.

Marianne Means. Straightforward reportage and keen observations. 3 TW.

Nicholas von Hoffman. Lively and unpredictable, incorrigibly irreverent. 2 TW.

Anne Taylor Fleming. Witty and provocative analyses of the national landscape. 2 TW.

Editorial cartoonists

Jim Borgman. From the *Cincinnati Enquirer*, politically astute, exceptionally funny, and one of the freshest cartoonists in years. 4 TW.

Tom Darcy. From *Newsday*, politically independent, this Pulitzer Prize-winner gives voices to the unspoken-for. 5 TW.

Doug Marlette. From the *Charlotte Observer*, Marlette is the first editorial cartoonist to win a prestigious Nieman Fellowship. 3 TW.

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Hocus Focus. By Hal Kaufman and Bob Schroeter. Readers try to spot the changes in similar drawings. 6 TW.

Wishing Well. Your readers' fortunes. It's a challenge to find. 7 TW.

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Spanish Crossword Puzzles. Two very different, yet very special, features by Alfaro and Ramos. Each 6 TW.

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The Gossip Column. By Robin Adams Sloan. Reader questions answered, and secrets of celebrities revealed. The biggest client list of all gossips! 3 TW.

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Stan Smith. Valuable instruction from the former Wimbledon and U.S.Open champ. 3 TW.

Melvin Durslag. One of the country's most perceptive—and controversial—sports columnists. 4 TW.

Alan Maver Sports Cartoon. Brilliant artwork, fascinating facts. 3 TW.

address King Features...

Home economics

Lifestyle features

McDonald *O'Sullivan* *Carrell* *Morse*

Hints From Heloise. More than 500 papers carry the classic household column from the most famous name in homemaking. 6 TW & S.

Living Today. Joan O'Sullivan writes the most widely syndicated and most comprehensive lifestyle package available. It includes: *Styles:* the latest fashions. *Shelter:* home furnishing and decorating ideas. *Close-up:* stories on current trends and in-depth pieces on major concerns. *Meals:* recipes with the accent on easy, economical, seasonal or special dishes. 4TW. Plus: *Nutrition Cookbook:* how to cook healthful meals by Philomena Corradeno, and *Books:* reviews by Ralph Hollenbeck. Weekly.

Plants In The Home. Elvin McDonald writes exceptionally well and has unmatched home gardening knowledge. 2 TW with Q&A.

Assignment America. Respected journalist Phyllis Battelle takes a wry look at lifestyle trends and issues. 2 TW.

The Penny-Wise Traveler. Travel consumer advocate Jane Morse shows how to buy more quality with less money. Weekly.

Yes, You Can! If you have a disability, but really feel you can do it, then get out there and have a go at it regardless of your handicap. Positive. Practical. By Pat Galbreaith. 2 TW.

Super Handyman. Al Carrell's methods for the do-it-yourselfer are more valuable than ever. 3 TW.

A New You. Emily Wilkens writes on health, beauty, and manners. 3 TW.

The Leisure Craftsman. Craft book reviews, a special kids' craft weekly and Phyllis Fiarotta's all-around how-to expertise. 3 TW.

Your Home: Build and Improve. Architects Augustus Suglia and Robert Wilks offer new home ideas and improvement plans. Study prints available. Weekly.

MBAs (Masters of Business Advice)

Investors' Guide. William Doyle's column is the bottom line in managing family finances. It's carried by more than 150 papers. 5 TW.

Mind Your Money. Pragmatic financial and consumer advice from Peter Weaver. "Your Retirement Dollar" is a weekly bonus column. 3 TW.

A Fool And His Money. By Nicholas von Hoffman. A lively and irreverent approach to investment choices remarkably free of gobbledygook financial talk. Weekly.

Your Job. Dr. Adele Scheele has the answers to succeeding whether careers are beginning or in full bloom. 2 TW.

Real World. By George Nobbe. Career-planning guidance for readers of all ages in every facet of the job market. Weekly.

King Feature Patterns

King produces seven no-charge editorial fashion and crafts features which generate extra revenue for 1,300 newspapers and magazines every day! Attractive graphics, same-day processing of orders, and multi-lingual patterns have strong appeal for the 75,000,000 American women who enjoy sewing and needlecraft.

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Don G. Campbell
1tw

FIGHT BACK™
David Horowitz
1tw (illustrated)

FREEBIES
Brian Weiss
1tw (illustrated)

THE SCOTT BURNS FINANCIAL COLUMN
Scott Burns
3tw

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from Better Homes and Gardens®
1tw (illustrated)

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Dr. Art Mollen
3tw (photo-illustrated)

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George Albert
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Ruth Winter
1tw

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Herman Baum
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Carol McGarvey
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1tw

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Eunice Farmer
1tw (illustrated)

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Mrs. Richard Alden Knight
7tw

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Sharon Nelton
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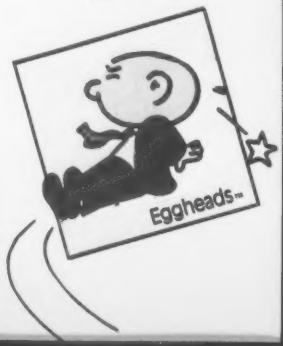
Josephine Lowman
6tw (photo-illustrated)

It's Just A Game™



COMICS AND CARTOON PANELS

THE AMAZING SPIDER-MAN.
Stan Lee and Fred Kida
6tw and Sunday strip

AMY.
Jack Tippit
6tw panel

THE BETTER HALF.
Harris
6tw and Sunday panel

CITIZEN SMITH
Dave Gerard
6tw panel

EGGHEADS.
Bil Keane
6tw strip

THE FAMILY CIRCUS.
Bil Keane
6tw and Sunday panel

GRAVES, INC.
Pat Brady
6tw strip

IT'S JUST A GAME.
Ed Morgan, Jr.
6tw panel

THE NEIGHBORHOOD.
Jerry Van Amerongen
6tw panel

OFF THE RECORD
Ed Reed
Sunday panel

EDITORIAL OP/ED FEATURES

FOOD AND AGRICULTURE AFFAIRS
Lauren Soth
1tw

IN THE PUBLIC INTEREST.
Ralph Nader
1tw

THE LEWIS GRIZZARD COLUMN
Lewis Grizzard
3tw

STANLEY KARNOW'S GLOBAL VIEW
Stanley Karnow
1tw

EDITORIAL CARTOONS

C. P. HOUSTON
Clyde Peterson
6tw

FRANK MILLER ILLUSTRATIONS AND CARTOONS
Frank Miller
7tw

GAMBLE CARTOONS
Ed Gamble
5tw

GENERAL FEATURES

THE COUNTRY PARSON
Frank Clark
6tw (camera-ready)

THE OBSERVER CROSSWORD
Charles Preston
1tw (camera-ready)

WILL ROGERS SAYS...
Bryan Sterling
5tw (camera-ready)

WORDS, WORDS, WORDS.
Michael Cartner
3tw (camera-ready)

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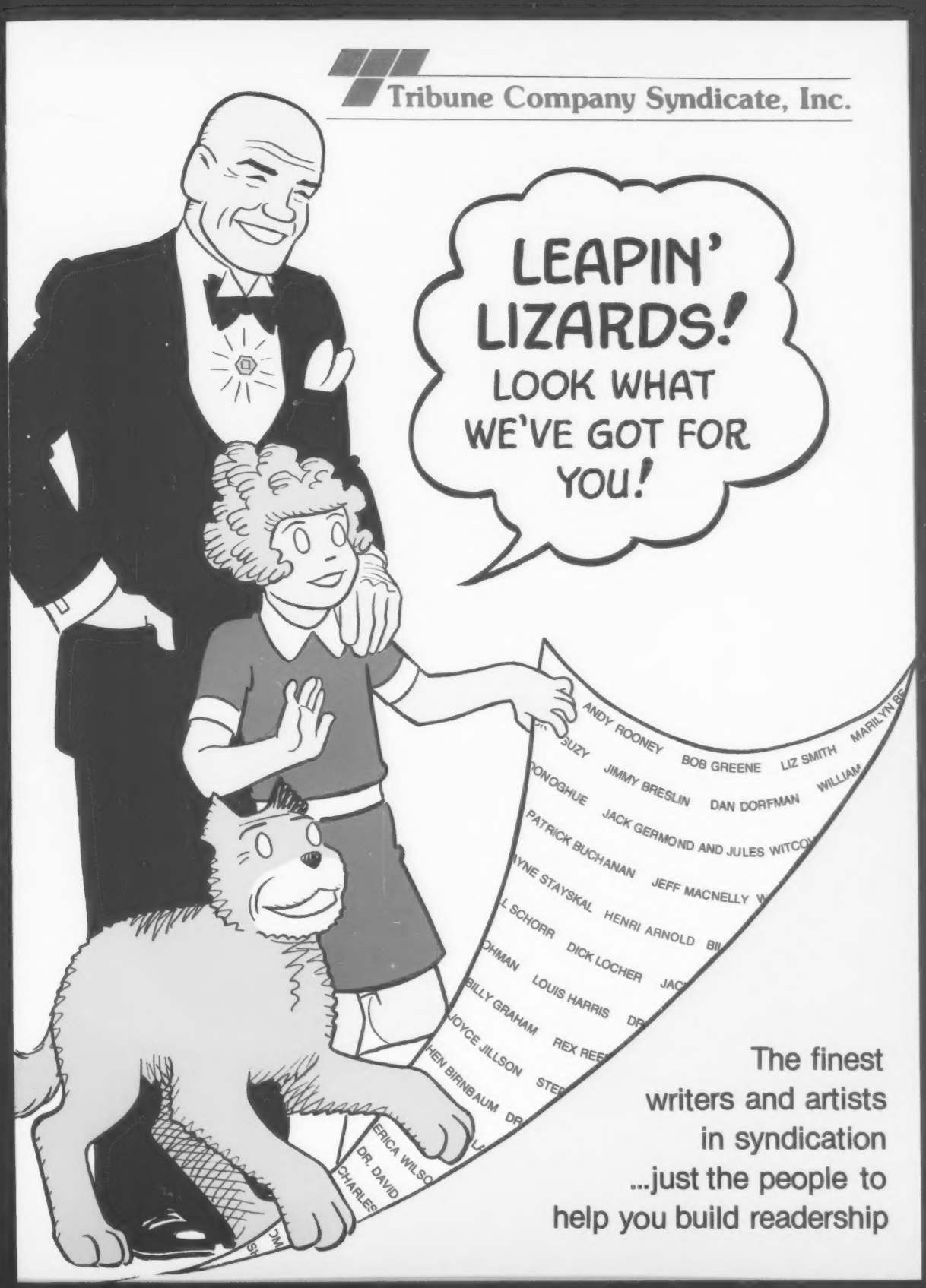
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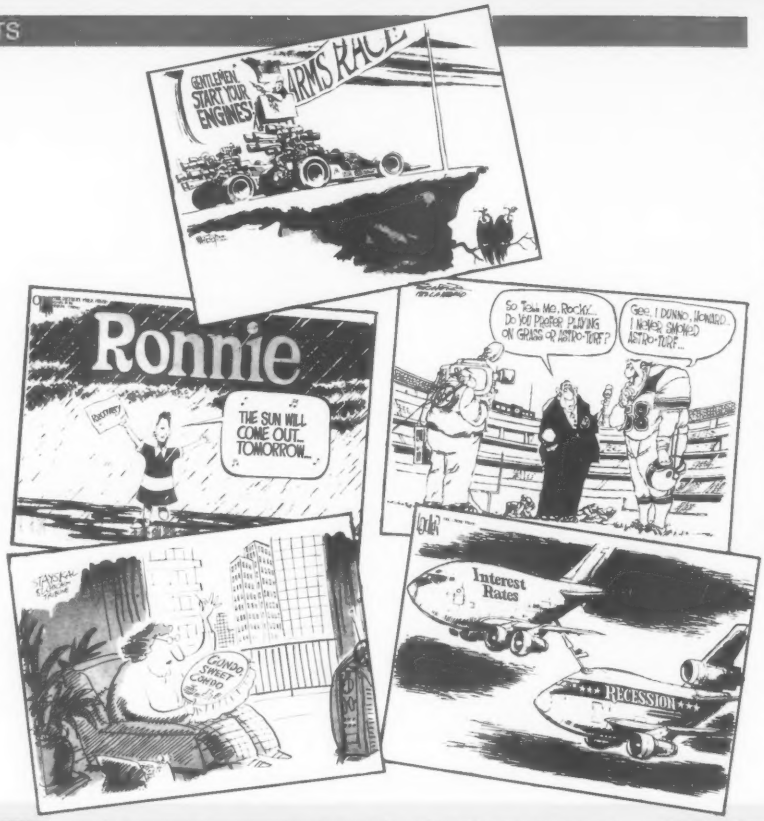

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Eric Lynn.

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UZZLES

ely syndicated and
ed newspaper puzzle.
holder. By Henri
ob Lee. Seven days
, once-weekly
e.

IORSE SENSE
hat lets readers test
n events, history. By

VORD PUZZLE
rb Ettenson (formerly
New York Herald
sword), The
aws and holds fans.
nday versions. A
zzle for those in a
able, too.

JUMBLE THAT SCRAMBLED WORD GAME

by Henri Arnold and Bob Lee

Unscramble these four Jumbles, one letter to each square, to form four ordinary words

CEKEH

SAYTH

DROWBY

SCENIK

Now arrange the circled letters to form the surprise answer, as suggested by the above cartoon

Answer: A "_____" _____

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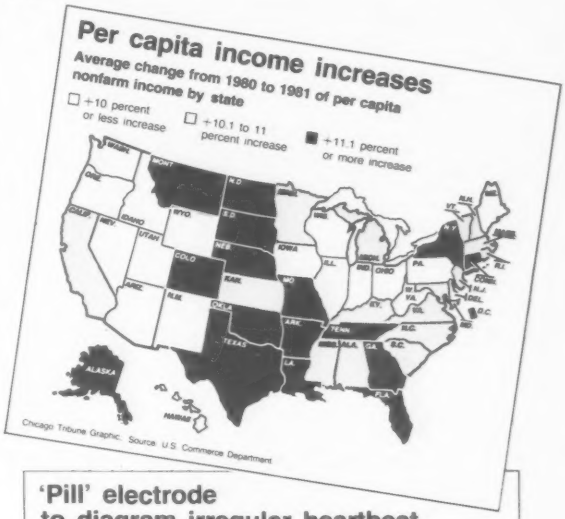

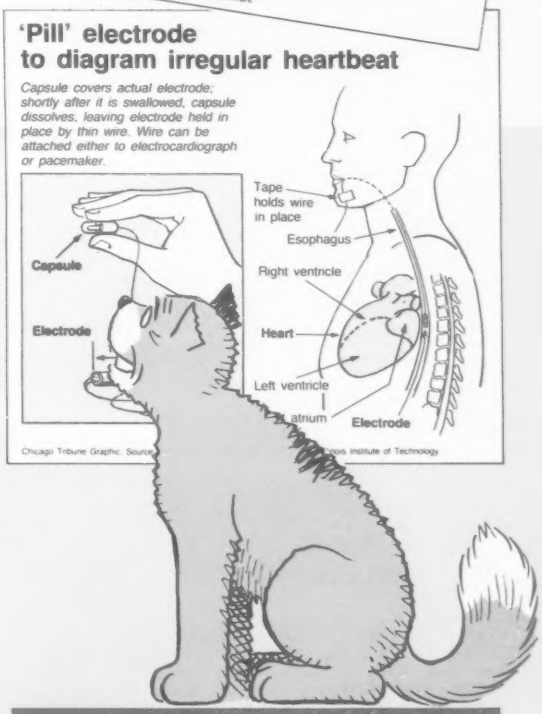

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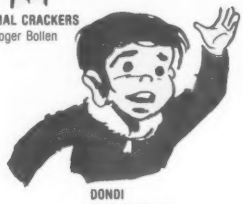

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By Irwin Hasen

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By Jack Berrill

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CODES, SYMBOLS AND ABBREVIATIONS

Size of Feature

Number of Words	500 etc.
Picas wide and inches deep	42x5", 78.6x4" etc.
Page (Standard)	ps
Page (Tabloid)	pt
Double Truck	dt
Half-page (Standard)	hps
Half-page (Tabloid)	hpt
Half-page (Vertical)	hpv
Third-page(Standard)	tps
Third-page (Tabloid)	tpt
Quarter-page (Standard)	qps
Quarter-page (Tabloid)	qpt
Quarter-page (Horizontal)	qph
Sixth-page (Horizontal)	sph
Sixth-page (Vertical)	spv
Varies	var
Book length	bl
Supplement	sup

How Often Feature Supplied

Sunday	S
Seven times a week	7tw
Six times a week	6tw
Five times a week	5tw
Four times a week	4tw
Three times a week	3tw
Two times a week	2tw
One time a week	1tw
Annually	an
Contract	cont
Occasionally	occ
Monthly	m
Quarterly	q
Seasonal	sea

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Scannable	
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OCRA	ocra
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Illustrated with drawings	id
Illustrated with photo negatives	igp
Wire	wire
AP DataFeature	DF
UPI DataNews	DNS
By mail	mail
Also available in Spanish	*

CLASSIFICATION OF FEATURES

1.ADVICE
2.ANTIQUES
3.ASTROLOGY:Graphology, Biorhythm
4.AUTOMOTIVE

5.BEAUTY
6.BOOKS
7.BUSINESS
Economics and Financial

8.CHILDREN'S FEATURES
9.COINS & STAMPS
10.COMICS
A. Strips
B. Sunday Pages
C. Cartoon Panels
11.COMMENTARY
A. Political
B. General
12.CONSUMERISM

13.ECOLOGY:Environment
14.EDITORIAL ART
A. Caricatures
B. Cartoon Panels
15.EDUCATION
16.ENTERTAINMENT
A. Motion Pictures
B. Music
C. Television/Radio
D. Theater
E. TV Program Listings
17.ETIQUETTE

18.FAMILY: Child raising
19.FASHION
20.FILLERS
21.FOOD

22.GAMES: Backgammon, Bridge, Chess, etc.
23.GARDENING: Farming
24.GOSSIP

25.HEALTH: Medical
26.HOBBIES
27.HOUSE & HOME
A. Decorating
B. House plans
C. Do-it-yourself
28.HUMOR COLUMNS

29.LEGAL

30.MAPS & CHARTS
31.MISCELLANEOUS
Columns and Features

32.NEWS SERVICES

33.OUTDOORS
A. Camping
B. Fishing
C. Hunting

34.PATTERNS
Sewing
35.PETS
36.PHOTOGRAPHY
37.PHOTO SERVICES
Pictures
38.POLLS & SURVEYS
39.PUZZLES
A. Crossword
B. Quizzes
C. Word Games

40.REAL ESTATE
41.RELIGION
42.RETIREMENT
Senior Citizens

43.SCIENCE
Technology
44.SERIALIZATIONS
A. Non-fiction
B. Fiction
45.SHORT STORIES
46.SPORTS—Spectator
47.SPORTS—Participant

48.TRAVEL
49.WOMEN'S PAGES
50.TEEN-AGE FEATURES

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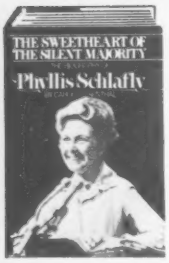
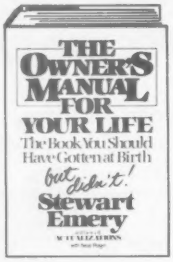
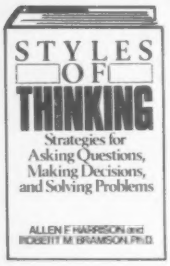
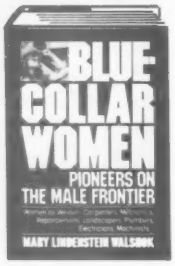
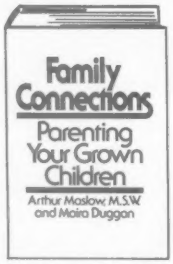
The Best In Book Serializations From America's Leading Publisher











The Doubleday Syndicate offers book serializations and excerpts in a variety of formats, from one-shot articles to week-long serializations. Available throughout the year, with two new releases each month, our features will help your paper build and keep a larger circulation. **Among our current features:**

THE SWEETHEART OF THE SILENT MAJORITY: **The Biography of Phyllis Schlafly**

- By Carol Felsenthal
- Phyllis Schlafly is one of the most controversial women in America today. As leader of the crusade to STOP ERA she has emerged as the symbol of traditional womanhood. Yet, she is very much a contemporary woman who has successfully combined a political career with a solid family life. Here is the story of what makes her tick.
- 6 parts, 1400 words, 11 sidebars, 6 b&w photos

THE OWNER'S MANUAL FOR YOUR LIFE

- By Stewart Emery, author of ACTUALIZATIONS
- Explores why and how we develop bad habits and self-defeating strategies that drain life of satisfaction
- A guide to coping with fear, loss, anger, power, and love
- 5 parts, 1300 words

THE MONEY LISTS: **A Collection of Fascinating Fiscal Facts**

- By Jeffrey Feinman
- The 10 Corporations the Public Distrusts Most, The Three States with Most Millionaires by Population, Broadcasting Revenues of the 5 Top TV Preachers, The 9 Greatest Sales People in the World, 11 Unusual Deductions That Have Been Allowed by the IRS, and many more...
- 6 parts, 15 lists each

TOGETHER AGAIN!

- Director, playwright, and author, Garson Kanin takes a witty, perceptive look at the great Hollywood teams—from Tracy and Hepburn to Woody Allen and Diane Keaton
- 6 parts, 1300 words, 12 b&w photos

STYLES OF THINKING

- By Allen Harrison and Robert Bramson (author of COPING WITH DIFFICULT PEOPLE)
- Are you a PRAGMATIST? A SYNTHESIST? An IDEALIST? Understanding the way you tend to approach situations, and the way other people in your life approach them, will lead to fewer stupid decisions, stalemates, and misunderstandings.
- 6 parts, 1300 words

BLUE-COLLAR WOMEN

- By Mary Lindenstein Walshok
- The first major study of the lives of female blue-collar workers, this book looks at the trials and satisfactions faced by women trying to get jobs, keep jobs and build careers from jobs in traditionally male-dominated blue-collar fields.
- 6 parts, 1400 words

BETWEEN THE LINES: **Searching for the Space Between Feminism and Femininity and Other Tight Spots**

- By K.C. Cole, author of WHAT ONLY A MOTHER CAN TELL YOU ABOUT HAVING A BABY
- A collection of humorous essays on contemporary family issues that will strike a chord with all women who are "too liberated for life in a bowl of cherries..., but still much too square for the self-assured feminists in *Ms.*"
- 6 parts, 1400 words

FAMILY CONNECTIONS: **Parenting Your Grown Children**

- By Arthur Maslow and Moira Duggan
- Answers the questions that all parents ask themselves as their children reach the age of emancipation (between the years of 16 and 30): "How can we be good parents to our kids who aren't kids anymore?"
- 6 parts, 1300 words

And Look For These New Serializations, Coming This Fall

THE ULTIMATE CHECKLIST by Stephanie Bernardo author of THE ETHNIC ALMANAC
SITUATIONAL ANXIETY by Herbert Freudenberger (author of BURN-OUT) and Gail North
TOUGHLOVE: *An Effective Program for Parents of Unruly Teenagers* by Phyllis and David York and Ted Wachtel

MAIL TO:
DOUBLEDAY SYNDICATE
245 Park Avenue, New York, NY 10167
OR CALL: 212/953-4451, Jaime Kelly, Manager

☐ **Please Add Me To Your Mailing List**
I am interested in the *scanner-ready* series checked below:

☐ THE SWEETHEART OF THE SILENT MAJORITY
☐ THE OWNER'S MANUAL FOR YOUR LIFE
☐ THE MONEY LISTS
☐ TOGETHER AGAIN!
☐ STYLES OF THINKING
☐ BLUE-COLLAR WOMEN
☐ BETWEEN THE LINES
☐ FAMILY CONNECTIONS

Name_____
Title_____
Organization_____
Address_____
City_____ State_____ Zip_____
Telephone_____

DOUBLEDAY SYNDICATE

Look at what You've helped us create!

Universal Press Syndicate's rise to a position of leadership among the nation's syndicates primarily can be attributed to one source: you, our friends and business acquaintances at the more than 2,000 daily newspapers around the world who were willing to give the new-kid-on-the-block a chance in 1970 and the successive 12 years.

The results are meteoric growth and a list of features unmatched for overall quality and reader interest.

We thank YOU.

You've helped us reach the top, and more important, triggered such phenomenal success stories as ZIGGY, CATHY and DOONESBURY to dominant roles in every medium — newspapers, books, television, radio, licensed products.

Universal Press Syndicate is not just a newspaper syndicate, but the base for creator development in book publishing (Andrews and McMeel) and the mushrooming industry of licensed products (Universal Licensing Corp.)

How did you help this success?

You provided the base — millions of daily readers who formed love affairs with a ZIGGY or a CATHY — for the most far-reaching consumer explosion ever. And those consumers reinforce the attraction of our features in your newspaper.

Thank You!

NOTE: Text features are available through UPI DataNews or AP Data Features. Contact Customer Service for information.

All comics are available in camera-ready format and all text features are available in scanner-ready copy (Courier 12).

ADVICE

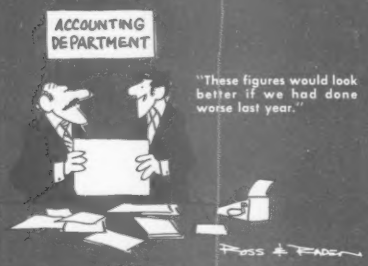
DEAR ABBY
by Abigail Van Buren
6x weekly (available in Perry 199, Courier 12 and camera-ready formats)

BUSINESS

YOUR MONEY'S WORTH
by Sylvia Porter
3x weekly — Monday, Wednesday, Thursday; longer pieces for second and fourth weekends each month

THE MONEY SERVICE
weekly package from Money magazine (weekend release); 4 releases, with photos and illustrations

INVESTOR'S NOTEBOOK
by Brendan Boyd
2x weekly — Tuesday, Friday



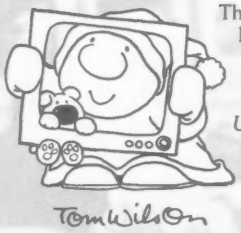
SELLING SHORT (see Comic Panels)

CHILDREN

THE MINI PAGE
by Betty Debnam
weekly; in four-page tabloid or one-page standard format

TELL ME WHY
by Arkady Leokum
daily except Sunday; with illustrations

Look at what you've helped us create!



The comic character ZIGGY is portrayed as a hapless Everyman. Everything goes wrong for poor ZIGGY, except for the mass appeal created by more than 30 million newspaper readers. ZIGGY was born in papers like the *Fort Wayne NEWS SENTINEL, Rochester TIMES-UNION, Edmonton JOURNAL, New York DAILY NEWS, Dayton DAILY NEWS, Cleveland PLAIN DEALER, Greensboro NEWS, Minneapolis STAR, Salt Lake TRIBUNE, Seattle POST-INTELLIGENCER, Riverside PRESS ENTERPRISE* and *Kingston WHIG-STANDARD* in 1971.

Eleven years after its starting list of 22 newspapers, ZIGGY's a winner in more than 300 newspapers.

Newspaper editors head the vanguard of ZIGGY admirers. Take Greg Favre, managing editor of the *Chicago SUN-TIMES*. Favre, noted as a tough, no-nonsense editor, paints this portrait of Tom Wilson's little character:

"An island of good feeling and good humor in a sea of not-so-good news. It's exciting to see a panel you've been carrying since the beginning develop the way ZIGGY has. I'd say that this little loser has been a real winner for us."

Who were among the first 23 supporters of the HERMAN mania in 1974? *Birmingham NEWS, New Orleans TIMES-PICAYUNE, Chicago TRIBUNE, Detroit NEWS, Orlando SENTINEL STAR, Fort Lauderdale NEWS, Indianapolis STAR, Sacramento UNION, Tulsa TRIBUNE, London (Ont.) CITIZEN, San Francisco CHRONICLE, Palm Beach POST* and *Fort Wayne NEWS SENTINEL*. Now the list numbers over 225, and the Herman market is expanding rapidly into books and licensed products.

In 1979 Lynn Johnston's FOR BETTER OR FOR WORSE christened a new era of candor and honesty in family humor. FOR BETTER OR FOR WORSE has finished first or second in every major survey in the past 18 months.

Cincinnati POST's Bill Burleigh pays FOR BETTER OR FOR WORSE the ultimate compliment:

"We have 20 comics in the POST; if I could have one, and only one, it would be FOR BETTER OR FOR WORSE." Unfortunately for Burleigh, his favorite appears in the competing *ENQUIRER*.

Of the 99 newspapers who can gleam with the pride on their initial purchase are charter clients like the *Mesa TRIBUNE, Fresno BEE, Santa Ana REGISTER, Colorado Springs SUN, Lakeland LEDGER, Stamford ADVOCATE, Augusta CHRONICLE, Wichita EAGLE & BEACON, Worcester GAZETTE, Jackson CLARION-LEDGER, NEWSDAY, Syracuse HERALD-JOURNAL, York (Pa.) DISPATCH, Norfolk VIRGINIAN-PILOT*, and *Ottawa CITIZEN*.

Since 1978, PAVLOV has tickled the funny bone of dog lovers from coast to coast. Readers of papers like the *Chicago SUN-TIMES, Framingham (Mass.) SOUTH MIDDLESEX NEWS, Buffalo EVENING NEWS* and *Philadelphia INQUIRER* began this success story. Licensed products, including greeting cards, continue the story.

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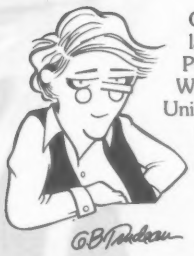
Cathy Guisewite brought the plight and adventures of single women to the comic pages in 1976, and Luke Feck, then editor of the *Cincinnati ENQUIRER*, was one of the 30 wise purchasers. It was a few years later, however, when Feck's appreciation of his decision was really hammered home.

During a visit to a Cincinnati high school, Feck was startled to see CATHY on the bulletin boards. *"I'd never seen a comic strip in a high school,"* he later told UPS sales representative Bob Duffy. *"What are we paying you for CATHY? Whatever it is, it's worth an increase."*

Editors of papers like the *Los Angeles TIMES, Manchester JOURNAL-INQUIRER, Des Moines REGISTER and TRIBUNE, Dedham (Mass.) TRANSCRIPT, Raleigh NEWS and OBSERVER, Oklahoma City DAILY OKLAHOMAN, Portland OREGONIAN, Philadelphia INQUIRER, Houston CHRONICLE, San Antonio NEWS and EXPRESS, Seattle TIMES, Ottawa CITIZEN* and the *Winnipeg FREE PRESS* foresaw the needs of their readers. Now, there are more than 250 newspapers in the United States and 13 foreign countries carrying CATHY.

TANK McNAMARA has set a visionary trend for both comic and sports pages. Tank began in 1974 in 24 papers, including the *Phoenix GAZETTE, St. Louis GLOBE-DEMOCRAT, Omaha WORLD HERALD, Buffalo EVENING NEWS, Charlotte OBSERVER, Tulsa WORLD, Columbia (S.C.) RECORD, Nashville TENNESSEAN., Houston CHRONICLE, Salt Lake TRIBUNE, Miami HERALD, Baltimore SUN* and the *Boston GLOBE*. Now some 200 newspapers carry the feature.



Garry Trudeau's DOONESBURY has provided millions of laughs for editors and readers alike, in addition to winning a Pulitzer Prize. Ben Bradlee, wily and respected editor of the Washington POST, provided the first surprising reaction when Universal Press Syndicate owners John McMeel and Jim Andrews first presented DOONESBURY in 1970.

"It's going to be a poor year for syndicates ... especially yours," was Bradlee's reaction.

Yet, among the 28 charter clients were the *Washington POST, Baltimore MORNING SUN, Chicago TRIBUNE, Detroit FREE PRESS, Boston GLOBE, Springfield DAILY NEWS, Guam Pacific DAILY NEWS, Honolulu STAR-BULLETIN, Columbia (S.C.) RECORD, Sacramento UNION, San Francisco CHRONICLE, Newport News (Va.) DAILY PRESS, Montreal GAZETTE, Lawrence (Kan.) JOURNAL-WORLD, Tallahassee DEMOCRAT, Birmingham NEWS, Riverside PRESS* and *St. Petersburg TIMES*.

And now the list numbers over 700.

DUFFY, a humorous inside look at white-collar life, is a youngster on the comic block. Begun in November 1981, editors at such papers as the *Little Rock (Ark.) DEMOCRAT, Los Angeles HERALD EXAMINER, San Jose MERCURY-NEWS, Gainesville SUN, Baltimore NEWS-AMERICAN, Providence JOURNAL-BULLETIN, Dallas TIMES-HERALD, Spokane SPOKESMAN-REVIEW, Vancouver PROVINCE* and *Milwaukee JOURNAL* immediately responded to Bruce Hammond's Duffy.

Thank You!

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COMIC PANELS

ACCORDING TO GUINNESS
from the Guinness Book of World Records; daily (2-column) and Sunday (see Sunday Comics); also a text version available, with different copy from illustrated version

HERMAN
by Jim Unger
daily (2-column) and Sunday (see Sunday Comics)

PAVLOV
by Ted Martin
daily only (2-column)

SELLING SHORT
by Ken Ross & Don Raden
daily only (1-column)

TRIM'S ARENA
by Hal Trim
daily only (2-column)

ZIGGY
by Tom Wilson
daily (2-column) and Sunday (see Sunday Comics)

COMIC STRIPS

CATHY
by Cathy Guisewite
daily and Sunday (see Sunday Comics)

DOONESBURY
by Garry Trudeau
daily and Sunday (see Sunday Comics)

DOWNSTOWN
by Tim Downs
daily and Sunday (see Sunday Comics)

DUFFY
by Bruce Hammond
daily and Sunday (see Sunday Comics)

FOR BETTER OR FOR WORSE
by Lynn Johnston
daily and Sunday (see Sunday Comics)

GEECH
by Jerry Bittle
daily and Sunday (see Sunday Comics)

SMITH FAMILY
by Mr. & Mrs. George Smith
daily and Sunday (see Sunday Comics)

TANK McNAMARA
by Jeff Millar & Bill Hinds
daily and Sunday (see Sunday Comics)

EDITORIAL CARTOONS

FEIFFER
by Jules Feiffer
1x weekly (Sunday), 5-column

PRESIDENT RONALD REAGAN

LURIE
by Ranan Lurie
8x weekly, 5 cartoons, 3 caricatures

M. G. LORD
by M. G. Lord
4x weekly, 4-column

OLIPHANT
by Pat Oliphant
5x weekly, 3- or 4-column

PLYMPTON
by Bill Plympton
4x weekly, 2 cartoons, 2 caricatures

EDITORIAL & COMMENTARY

A CONSERVATIVE VIEW
by James J. Kilpatrick
3x weekly — Weekend, Tuesday, Thursday

Look at what You've helped us create!

Pat Oliphant's feelings are as cutting as his pen. *"Jimmy Carter? I'm proud to say I disliked him from the start."* The Pulitzer Prize-winning cartoonist relishes his role of *"buzzing around, trying to make people angry. My job is to try and find fault. I don't do anything laudatory ... there are so many things wrong, anyway, it's not necessary."*

Ronald Reagan has caused Oliphant some problems, however. "I find myself liking him more than I want to. He's a threat to the cartooning business. Thank goodness for all the villains around him."

However, as editors of major metros, including *New York TIMES, Los Angeles HERALD EXAMINER, Chicago SUN TIMES, Philadelphia DAILY NEWS, Detroit FREE PRESS, Boston GLOBE, San Francisco CHRONICLE, Washington POST, NEWSDAY, Dallas MORNING NEWS* and *Houston CHRONICLE*, and community-size papers like the *Yuma SUN, Norwich BULLETIN, Fort Lauderdale NEWS, Quincy HERALD-WHIG, Shreveport JOURNAL, Reno EVENING GAZETTE* and *Janesville GAZETTE*, will attest, that hasn't stopped Oliphant from zinging Reagan. Readers of 500 newspapers appreciate Oliphant.

When John McMeel and Jim Andrews founded UPS in 1970, they actively pursued an op/ed column by Garry Wills, author of the acclaimed "Nixon Agonistes." A day after the Kent State shootings, a call came through from Wills: *"I'm ready."* No sales time, no promotion time, just *"I'm ready ... now."* So "now" is when the column began, to be sold to newspapers on the basis of one release.

Among the first to climb aboard were the *Springfield (Mass.) DAILY NEWS, Fort Wayne JOURNAL GAZETTE, Detroit FREE PRESS, Dayton DAILY NEWS* and *Philadelphia INQUIRER*. Twelve years later, Wills is still syndicated by UPS to nearly 100 newspapers.

Washington Post columnist Mary Mcgrory has earned the recognition of her peers as *the* person to read on Washington politics. Jim Hushaw, managing editor of the *Stockton (Calif.) RECORD*, claims, *"She's far and above anything else available to us."* Thomas Winship, editor of the *Boston GLOBE*, states that *"her columns are carefully crafted and her opinions are forcefully and clearly delivered."* Editors in 225 other newspapers agree that Pulitzer Prize-winner McGrory is providing essential reading on their op/ed pages.

Intellectual beacon of the right, television personality, accomplished novelist and syndicated columnist, *"William F. Buckley remains, after 20 years, the most consistently interesting, challenging American in and around politics,"* according to the San Francisco Examiner + Chronicle. Appearing in 300 newspapers ranging in size from the *New York DAILY NEWS* and the *Washington POST* to the *Harlingen (Texas) VALLEY STAR* and *Lompoc (Calif.) RECORD*, Buckley is noted and read for his wit, style and seminal views on American politics.

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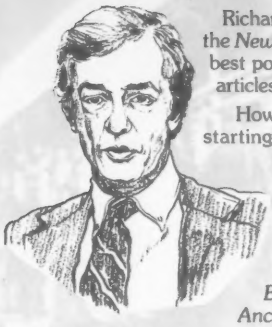
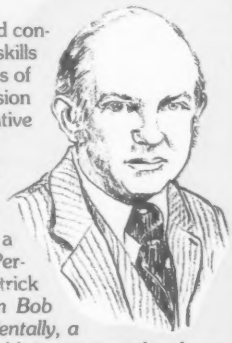


Richard Reeves, the former chief political correspondent of the *New York TIMES*, had earned his reputation as "America's best political reporter" by writing interpretative and forecast articles for *Esquire* and the *New Yorker*.

How did this translate into a syndicate op/ed column starting in 1979? Like a house-a-fire. George Fuermann, editorial page editor of the *Houston POST*, gave the reason a year later: *"I've used a higher percentage of Richard Reeves columns than any other columnist we're carrying."* Papers like the *Memphis COMMERCIAL APPEAL, Albany KNICKERBOCKER NEWS, Atlanta CONSTITUTION, Boston GLOBE, Tampa TIMES, Modesto BEE* and *Anchorage DAILY NEWS* were among the first 37 clients, a number now at 180.

Not many cartoonists are in the Guinness Book of World Records. In fact, there is only one: Ranan Lurie, who is syndicated to newspapers in 45 countries. Lurie can claim another feather in his cap, too: He is the first editorial cartoonist for the prestigious *London TIMES*. And the foreign acclaim for Lurie's caricatures and political cartoons, which present a unique view of international and American affairs from an American abroad, is echoed here in newspapers like the *Los Angeles TIMES, Philadelphia INQUIRER, Miami HERALD, Boston GLOBE, Chicago TRIBUNE and Orlando SENTINEL STAR.*

For a bright, brash liberal voice, newspapers can't go wrong with Jeff Greenfield who, as Jack Kilpatrick puts it, *"has already forgotten more about politics than most professional politicians ever learn."* Formerly a legislative aide to Robert Kennedy and speechwriter for John Lindsay, Greenfield has a regular spot on the CBS Morning News and the editorial pages of some of the country's leading newspapers, including the *Portland JOURNAL, Chicago TRIBUNE, Philadelphia INQUIRER, Dallas TIMES HERALD, Denver POST* and 75 others.



James J. (Jack) Kilpatrick is the most widely syndicated conservative columnist in the world, a tribute to his reporting skills and reputation as a master wordsmith. Readers and editors of his 500 client newspapers have marveled at the clean precision of his prose since 1965, when he began writing A Conservative View.

His interest in language inspired a second column in 1981, The Writer's Art. One of the early releases for the language column discussed the proper placement of "only" in a sentence, and Jack cited as one of the prime offenders a no-smoking sign used by American Airlines: "Smoking Permitted Only on This Side of Sign." A few weeks later, Kilpatrick received this response from American Airlines: *"When Bob Phillips, our vice president-passenger services (and, incidentally, a one-time AP staffer), read your column, he ordered all the old signs removed and new ones to be put in place."*

Among the charter clients of A Conservative View were the *Charleston (S.C.) POST, Richmond NEWS-LEADER, St. Louis GLOBE-DEMOCRAT, Birmingham POST, Winchester (Va.) STAR, Sacramento BEE* and *Des Moines REGISTER.*

Thank you!

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GEORGIE ANNE GEYER
by Georgie Anne Geyer
3x weekly — Sunday, Tuesday, Thursday

JEFF GREENFIELD
by Jeff Greenfield
2x weekly — Tuesday, Friday

JESSE JACKSON
by Jesse L. Jackson
1x weekly — Sunday

MARY McGRORY
by Mary McGrory
3x weekly — Sunday/Monday, Tuesday, Thursday

ON THE RIGHT
by William F. Buckley Jr.
3x weekly — Weekend, Tuesday, Thursday

OUTRIDER
by Garry Wills
2x weekly — Sunday, Thursday

PEOPLE AND VALUES
by Andrew M. Greeley
3x weekly — Sunday, Wednesday, Friday

RICHARD REEVES
by Richard Reeves
2x weekly — Sunday, Thursday

FOOD

BEARD ON FOOD
by James A. Beard
1x weekly — Sunday

COOK IT YOUR WAY
by Patricia A. Ward of Farm Journal
1x weekly — Sunday

MEDICINE

ON THE PULSE
by Gideon Bosker, M.D.
2x weekly — Sunday, Thursday

PUZZLES

TELEWORD (see Television)

WONDERWORD
by Jo Ouellet
daily and Sunday (see Sunday Comics)

SCIENCE

THE DISCOVER SERVICE
weekly package from Discover magazine (weekend release); 2 or 3 releases, with photos (color available), illustrations

ON THE PULSE (see Medicine)

THE FORMULA (see Today's Living)

SPORTS

THE BOTTOM TEN
by Steve Harvey
1x weekly (seasonal — fall)

JOHN SCHULIAN
by John Schulian
3x weekly — release at will

KIDS IN SPORTS
by Dan Speraw
2x weekly — Weekend, Wednesday

SPORTS COMMENTARY
by Larry Johnson
3 cartoons weekly, 4-column

SPORTS HOT LINE
by Steve Perkins & Mickey Herskowitz
2x weekly — Sunday, Wednesday

TANK McNAMARA (see Comic Strips)

TRIM'S ARENA (see Comic Panels)

TELEVISION

TELEWORD
by Julie Quart
1x weekly — Sunday

TODAY'S LIVING — LIFESTYLE

JUDY BACHRACH
by Judy Bachrach
Sunday release; release dates vary (15 releases per year)

BEARD ON FOOD (see Food)

COOK IT YOUR WAY (see Food)

DEAR ABBY (see Advice)

DISCOVER (see Science)

THE EAR
by Diana McLellan
3x weekly — release at will

THE FORMULA
by Stark Research Associates
1x weekly — Sunday

Look at what you've helped us create!

Tom Nielson, editor. Sylvia Trapalis and Dr. Lois Avery, educators. They all have one thing in common: THE MINI PAGE by Betty Debnam. They mix journalism and education with parents and young readers being the main beneficiaries.

Nielson, managing editor of the *Charleston (S.C.) POST*, says, *"We put 2,800 papers into the schools. They buy the Thursday paper so they can get THE MINI PAGE."* Ms. Trapalis, a fifth grade teacher at Charleston's Divine Redeemer School, says, *"THE MINI PAGE is the greatest way to get a class together. Sometimes they get so wrapped up in their MINI PAGE work, that I am left standing by myself."*

Dr. Avery, director of education services at the *Houston CHRONICLE*, says, *"By pointing out that THE MINI PAGE has articles, pictures and features like our daily newspaper, it is easy to have students make the transition to the regular newspaper."*

From original clients like the *Colorado Springs GAZETTE TELEGRAM, Rocky Mountain NEWS, Richmond NEWS LEADER, Harrisburg PATRIOT-NEWS, Holyoke TRANSCRIPT-TELEGRAM* and *Fayetteville (N.C.) OBSERVER*, to a present client list numbering 475, THE MINI PAGE is a leader in education and journalism.

What do Dear Abby's readers think of her advice? Well, they write 25,000 letters every week, seeking her answers to their problems. Those 1,300,000 letters a year translate into a readership and promotability that are a plus for any subscribing newspaper.

Dear Abby got her start in syndication in 1956 with early supporters including the *San Francisco CHRONICLE, New York POST, Phoenix REPUBLIC, Kansas City STAR, Sioux City JOURNAL, San Diego UNION*, and *Omaha WORLD-HERALD*. She joined UPS in 1980 and we're proud to say we've added more than 100 papers since — boosting her over the 1,000 mark.

Pat Trexler, author of Pat's Pointers column since 1964, has a simple answer for editors who question interest in the needlecraft. It's *"knit one, purl 4.5 million."* Orders for her leaflets and kits in the past 18 years have reached the 4.5 million mark from her 125 client newspapers. Charter papers include the *Charlotte OBSERVER, Detroit FREE PRESS, Miami HERALD, Youngstown VINDICATOR, Providence JOURNAL* and *Newark STAR LEDGER*.

"Grocers turned on by coupon columnist" was Editor and Publisher's headline of Jan ($uper $aver) Leasure's promotion tour for the *Portland OREGONIAN*, later described as the Oregonian's *"best promotion ever."* $uper $aver drew 182,000 letters in one year from readers of 75 newspapers, including charter clients like the *Baltimore NEWS-AMERICAN, Albany KNICKERBOCKER NEWS, Winston-Salem SENTINEL, Manchester JOURNAL INQUIRER* and *Columbus DISPATCH*.

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Richard Simmons' meteoric rise in television (five million daily viewers), books (55 consecutive weeks on the best-seller list and 1.5 million sales in a year) and fan mania (40,000 letters per week) has been just as dazzling in the first weeks of his new newspaper column.

Few text features start with 100 clients after four weeks of sales. Simmons did. When Simmons was in Indianapolis two weeks after the column began, he was approached by 20 people in a restaurant. *"Each one wanted to talk about the column in the (Indianapolis) Star. He was delighted by such a reaction,"* his aide Rebecca Segal recounted.

Simmons' early summer kickoff papers like the *Columbus DISPATCH* (which ran 44 radio spots trumpeting his column), *Lexington (Ky.) HERALD, Baltimore MORNING SUN, Pittsburgh PRESS, Salt Lake TRIBUNE, Cedar Rapids GAZETTE, Ogden (Ut.) STANDARD EXAMINER, Denver POST* and *Miami HERALD.*

Sylvia Porter's reputation boasts of a rare double — No. 1 in the financial industry and No. 1 in America's households for more than 30 years with her consumer and money management advice.

Will Corbin, editor of the *Escondido TIMES-ADVOCATE,* underscores that status with this comment: *"Our readers reacted just short of violently when we pulled Sylvia's column out of the paper. So ... Sylvia is back. There is nothing to replace her."*

And, reader C.B. Axford of New York City echoes Corbin's sentiments. *"Your column appearing in the DAILY NEWS March 15 on the termination benefits for disabled persons was most timely ... you are probably quite aware that your piece was a 'scoop' of the first magnitude."*

Porter's "Your Money's Worth" started in papers like the *Miami HERALD* and the *Philadelphia INQUIRER* and now appears in more than 450.

The Money Service

Time Inc., unparalleled in its successes as a publisher of speciality newsmagazines, has made a major splash in newspaper syndication since 1980 with weekly feature packages from Money magazine and Discover magazine. Newspaper editors have found a rich lode of reader interest in the areas of personal money management and science information. Papers like the *Quincy PATRIOT LEDGER, New York DAILY NEWS, Jackson (Tenn.) SUN, Knoxville NEWS SENTINEL, Las Vegas REVIEW JOURNAL and Sarasota JOURNAL* gave The Money Service its first boost; *the Springfield (Ohio) NEWS SUN, Buffalo COURIER EXPRESS, Oakland TRIBUNE, Edmonton JOURNAL, Vancouver PROVINCE, Winnipeg FREE PRESS* and *Dallas MORNING NEWS* helped launch the Discover package.

What makes a sports section great? GOOD WRITING! John Schulian, voted by the Associated Press Sports Editors as the No. 1 sports columnist in the country, lives up to that reputation in charter clients like the *Sarasota HERALD-TRIBUNE, Atlanta CONSTITUTION, Las Vegas SUN and Boston GLOBE.* HUMOR! That's why Steve Harvey's Bottom Ten appears in more than 250 newspapers every fall painting egg on the faces of the nation's worst teams for longtime clients like the *Honolulu STAR BULLETIN, Arizona REPUBLIC, Columbia (S.C.) RECORD* and *Denver POST.* GOSSIP! Steve Perkins and Mickey Herskowitz in Sports Hot Line started answering reader questions in 1973 in papers like the *Little Rock GAZETTE* and now entertain fans in more than 100 newspapers. CHILDREN IN SPORTS! Dan Speraw's Kids in Sports kicked off in 1982 with 75 newspapers including the *San Jose MERCURY-NEWS, Tulsa TRIBUNE, Prescott (Ariz.) COURIER, Baton Rouge STATE TIMES* and *Dallas TIMES-HERALD.*

Thank you!

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THE MONEY SERVICE (see Business)

PAT'S POINTERS
by Pat Trexler
1x weekly — Sunday; photo

THE RICHARD SIMMONS COLUMN
by Richard Simmons
2x weekly — Sunday; photo

SEW WHAT'S NEW
by Sandra Kelly
1x weekly — Sunday; illustration

SMART SHOPPING
by Lori Gray
2x weekly — photo

SUPER SAVER
by Jan Leasure
2x weekly — Sunday, Wednesday; illustration
Canadian Super Saver: 1x weekly — Sunday; illustration

SWITCHING ON
by John Teets
2x weekly — Sunday, Wednesday; weekly illustration

THINGS YOUR MOTHER NEVER TAUGHT YOU
by Jim Reitz
1x weekly — Sunday; illustration

A TIME FOR LIVING
by Jory Graham
1x weekly — Sunday

A TIME TO LIVE
by Bob Walton
1x weekly — Sunday

WATCH THIS SPACE
by Judy Hill
1x weekly — Sunday; photo

WORKING WOMAN
by Niki Scott
2x weekly — Tuesday, Thursday

THE WRITER'S ART
by James J. Kilpatrick
1x weekly

YOUR MONEY'S WORTH (see Business)

YOUR PERSONAL BIORHYTHMS
by Bernard Gittelson
daily and Sunday; camera-ready

SUNDAY COMICS

ACCORDING TO GUINNESS — 1/2 st., 1/3 st., 1/2 tab and 1/6 page
CATHY — 1/2 st., 1/3 st., 1/4 st., full and 1/2 tab
DOONESBURY — 1/2 st., 1/3 st., full and 1/2 tab
DOWNSTOWN — 1/2 st., 1/3 st., 1/4 st., full and 1/2 tab
DUFFY — 1/2 st., 1/3 st., 1/4 st., full and 1/2 tab
FOR BETTER OR FOR WORSE — 1/2 st., 1/3 st., 1/4 st., full and 1/2 tab
HERMAN — 1/2 st., 1/3 st., 1/4 st., full and 1/2 tab
SMITH FAMILY — 1/3 st., 1/4 st., 1/2 tab
TANK McNAMARA — 1/2 st., 1/3 st., 1/4 st., full and 1/2 tab
WONDERWORD — 1/3 st., 1/2 tab
ZIGGY — 1/2 st., 1/3 st., 1/4 st., 1/2 tab

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	KEYWORD	SELECTOR CODE	PRIORITY CODE	CATEGORY CODE	TRANSMISSION DAYS
DEAR ABBY	Abby	qr-u	c	a/s	Wed.
JUDY BACHRACH	Bachrach	qr-v	k	a	Varies
BEARD ON FOOD	Beard	tc-c	l	a	Fri.
ON THE PULSE	Bosker	qr-t	c	s/a	Mon. (2)
INVESTOR'S NOTEBOOK	Boyd	qr-k	f	a	Thurs. (2)
ON THE RIGHT	Buckley	tc-a	k	a/s	Tues., Thurs., Fri.
DISCOVER	Discover-name of story	qq-x	c	s	Fri.
COOK IT YOUR WAY	Farm Journal	qq-z	l	s	Fri.
GEORGIE ANN GEYER	Geyer	qr-l	k	a/s	Tues., Thurs., Fri.
A TIME FOR LIVING	Graham	qr-a	l	s	Fri.
PEOPLE AND VALUES	Greeley	qq-n	k	a/s	Tues., Wed., Fri.
JEFF GREENFIELD	Greenfield	qq-i	k	a	Wed., Fri.
BOTTOM TEN (seasonal)	Harvey	qq-j	s	r	Mon.
WATCH THIS SPACE	Hill	qr-f	l	s	Fri.
JESSE JACKSON	Jackson	qr-d	k	s	Wed.
SEW WHAT'S NEW	Kelly	qq-r	l	s	Mon.
A CONSERVATIVE VIEW	Kilpatrick	tc-b	k	a/s	Tues., Wed., Thurs.
SUPER SAVER	Leasure	qq-p	c	s/a	Tues. (2)
MARY McGRORY	McGrory	tc-d	k	r/s	Mon., Wed., Thur.
THE EAR	McLellan	qr-s	c	a	Tues., Thurs., Fri.
ACCORDING TO GUINNESS	McWhirter	qq-s	c	a	Fri.
THE MONEY SERVICE	Money-name of story	qq-f	c	s	Thurs.
SPORTS HOT LINE	Perkins	qq-e	s	s/a	Wed. (2)
YOUR MONEY'S WORTH	Porter	qq-v	f	a	Tues., Thurs., Fri.
READERGRABBER	Name of series	qr-c	c	r	Varies
RICHARD REEVES	Reeves	qr-j	k	a/s	Tues., Thurs.
THINGS YOUR MOTHER NEVER TAUGHT YOU	Reitz	qq-h	l	s	Mon.
JOHN SCHULIAN	Schulian	qr-p	s	r	Mon., Wed., Fri.
WORKING WOMAN	Scott	qq-t	l	a	Mon. (2)
KIDS IN SPORTS	Speraw	qr-e	s	a/s	Mon. (2)
THE FORMULA	Stark	qq-o	l	s	Thurs.
SWITCHING ON	Teets	qq-y	l	a/s	Fri. (2)
PAT'S POINTERS	Trexler	qq-u	l	s	Fri.
A TIME TO LIVE	Walton	qq-q	c	s	Mon.
OUTRIDER	Wills	qq-k	k	a/s	Tues., Thurs.
THE WRITER'S ART	Writers-art	qq-g	c	a	Fri.
RICHARD SIMMONS	Simmons	qq-m	l	a/s	Fri., Tues., Thurs.
SMART SHOPPING	Gray	qq-d	l	a/s	Tues. (2)

Neither Jim Andrews nor I envisioned, in 1970, the success Universal Press Syndicate would achieve by 1982. Of course, we had many hopes and dreams, but the reality would depend on your responses.

For those responses and your sustained support over the years, all of us connected with Universal Press Syndicate, Andrews and McMeel and Universal Licensing Corp. give each of you a warm thank YOU.

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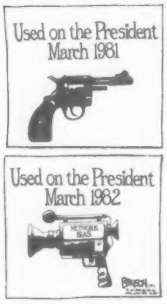

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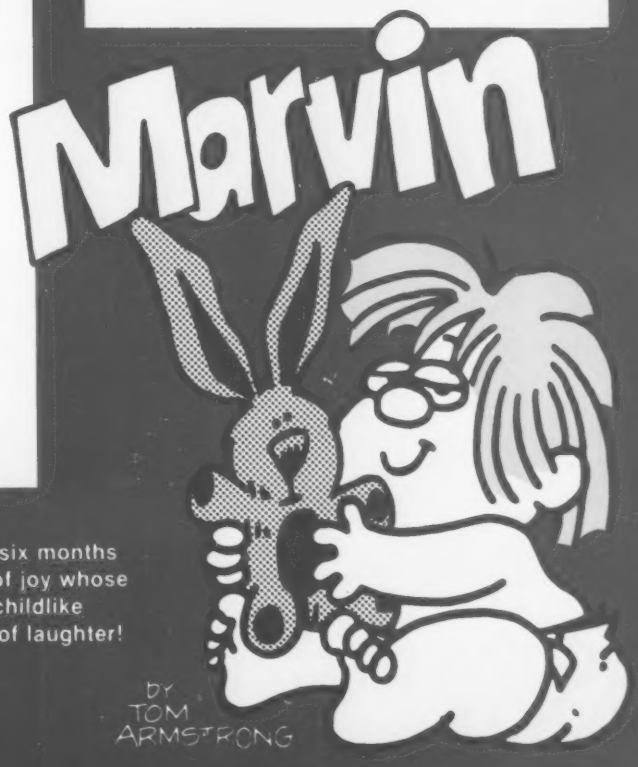

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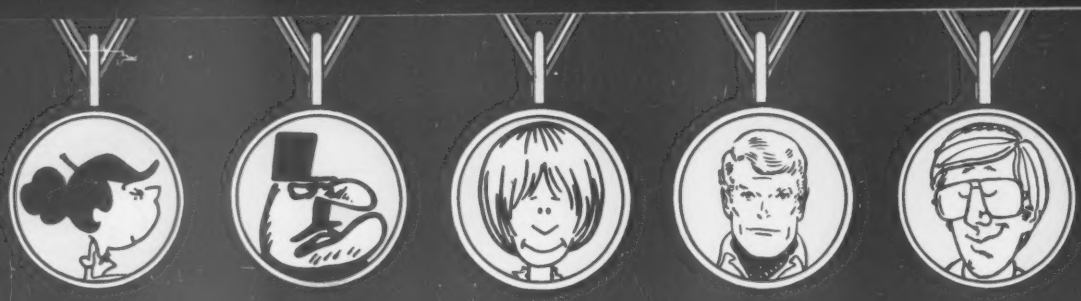

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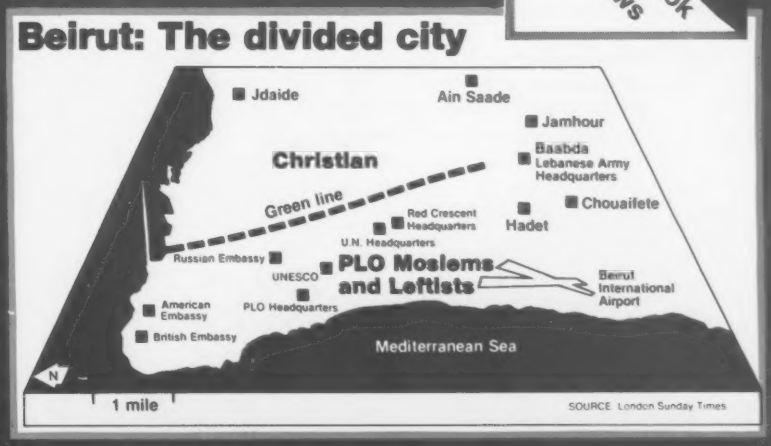

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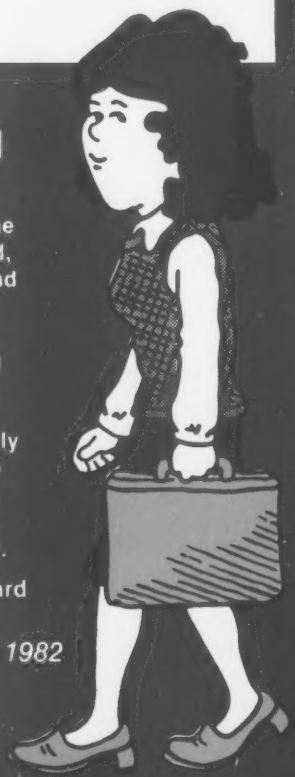

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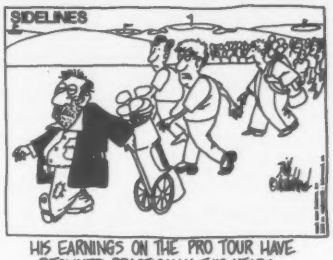

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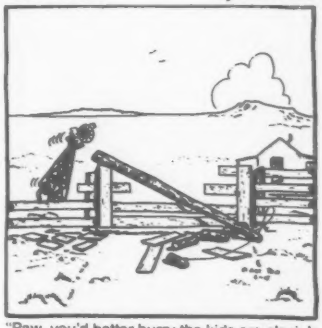

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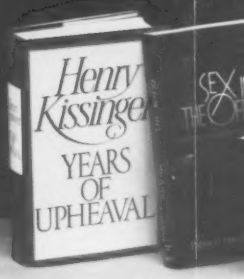

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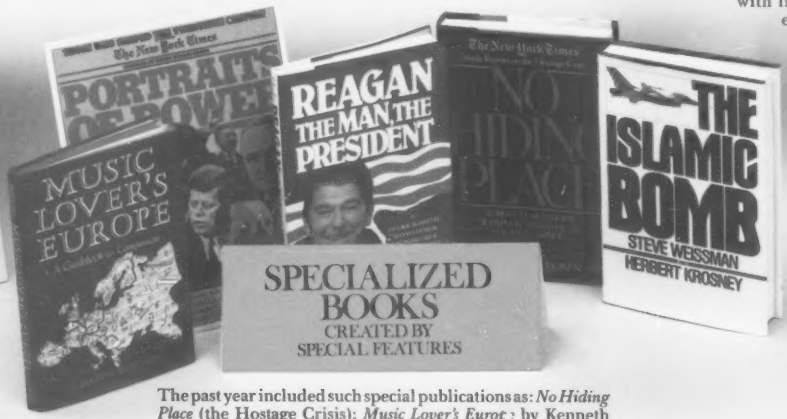

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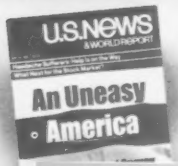

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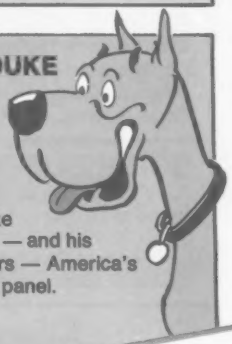

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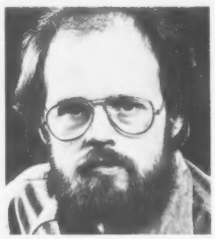

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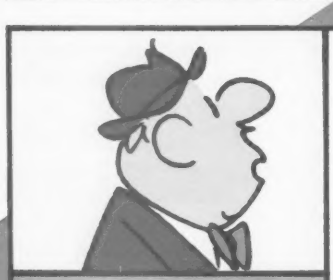

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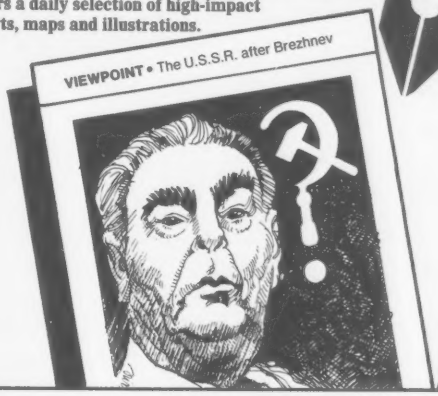

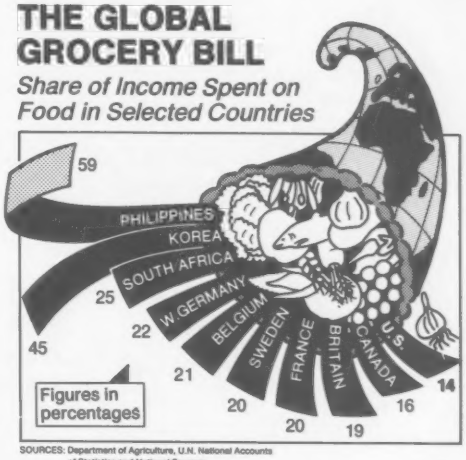

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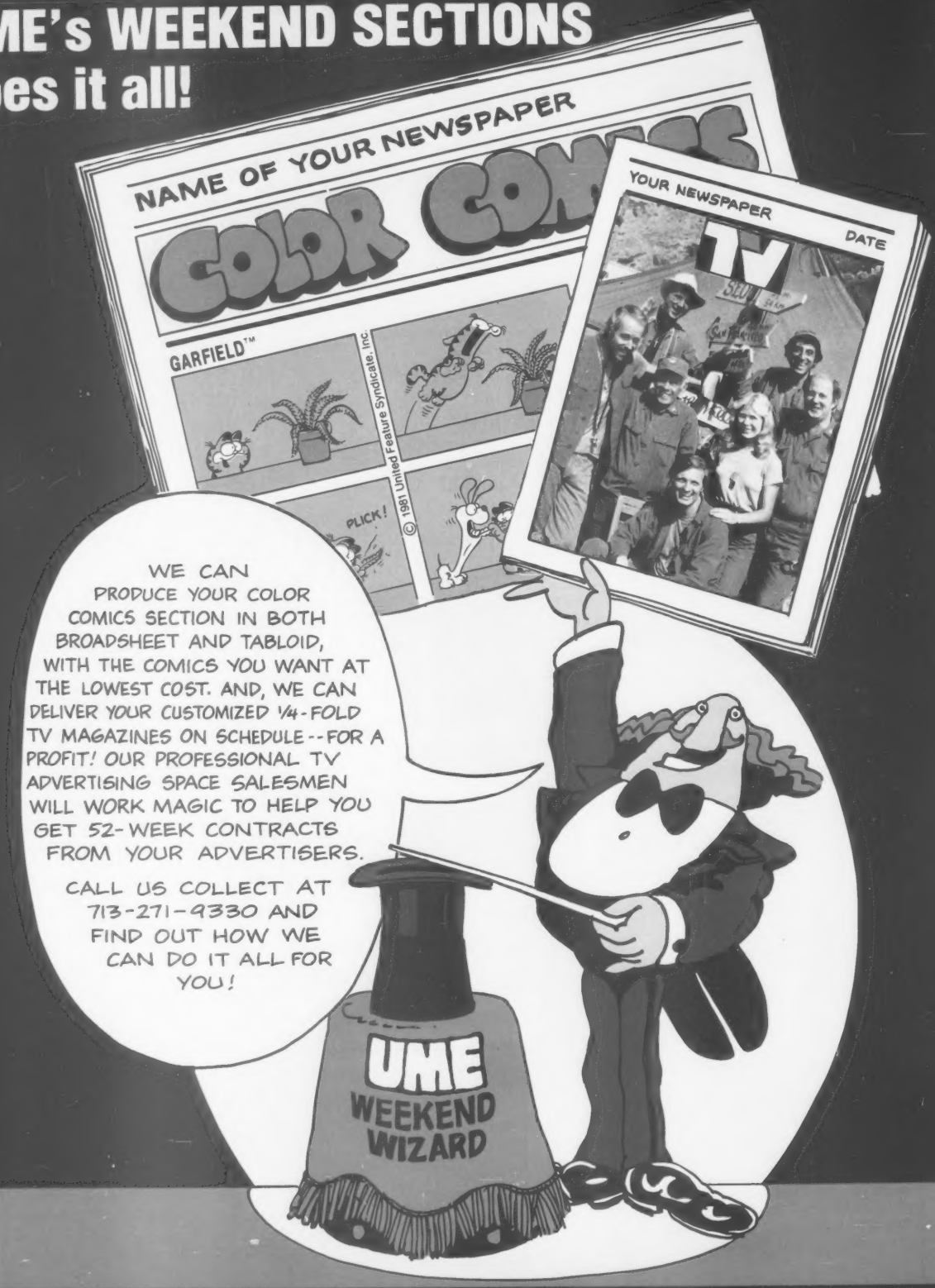

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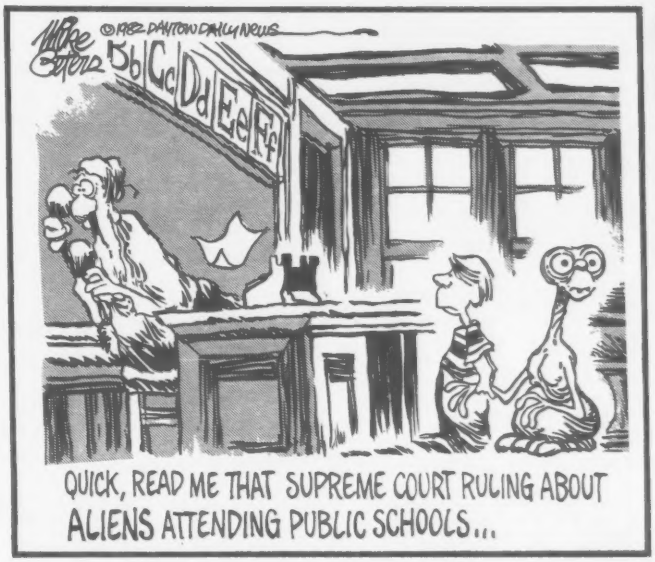

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CRU -Crump, Joe
CSP -Community And Suburban Press Service
CWF -Canada Wide Feature Services Limited
CWS -Cartoonists & Writers Syndicate
DAN -Dany News Service

(Continued on page 46S)

The readers' choice!

HEATHCLIFF

DANBY

FEATURES FROM McNAUGHT

TEXT FEATURES

LOUIS RUKEYSER. Today's leader in the world of financial journalism, economic commentary from the star of "Wall $treet Week." (1 day)

BONDY ON MONEY by Susan Bondy. First aid for everybody trying to cope with today's economy. (2 days)

JOHN KEASLER belongs in your paper with his humor column. (4 days)

CARROLL RIGHTER. Internationally renowned astrologer lights up your sky. (7 days)

STOP KILLING YOURSELF. Dr. Peter J. Steincrohn writes about medical problems and symptoms in plain English. Good for what ails you. (5 days)

CAPITAL FARE by Andrew Tully, named Distinguished Fellow in Journalism 1982-83 — Heritage Foundation (Washington think tank). (4 days)

PATERNITY WARD, D.L. Stewart. A family humor column written from the male point of view. (3 days)

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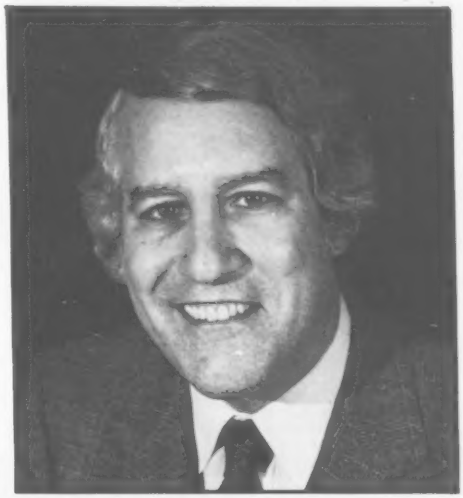

LOUIS RUKEYSER

SYNDICATE NAME CODE

DBI -Dickson-Bennett International Features
DAT -Dateline-Washington
DDS -Doubleday Syndicate
DET -Detjen Philatelic News Service
DIA -Diamond, Nina S.
DIC -Dickinson Multi-Media Services, Inc.
DIS -Dispatch News Service
DIT -Dickinson & Assoc., Terence
DMS -Du-My Syndicate
DOD -Dolphin Digest
DOW -Dowd & Associates, Merle E.
DPR -Dear Publication & Radio, Inc.
DPS -Du Pre Syndicate
DSR -Dunkel Sports Research Service
DTE -Down To Earth
ECS -Editorial Consultant Service
EDC -Editor's Copy Syndicate
EDM -Edman Company, The
EDP -Editors Press Service, Inc.
EDR -Education Reports
EHS -Elm Hollow Syndicate, Inc.
EJN -Enterprise Journal Newspaper Syndicate
EUR -Europrint, Inc.
FA -Fairchild Syndication
FAC -Facing South
FAN -Fanning Features
FAR -Faries and Associates
FAS -Fashion 'N Figure
FEA -Feature News Service
FET -Feature Associates
FIN -Fink, Joyce
FMD -Fowler, Michael Dune
FNS -Field Newspaper Syndicate
FRY -Frye Syndicate
FS -Fashion Sense
FUS -Families Under Stress
GAR -Garrett Enterprises, Inc.
GEL -Gelman Feature Syndicate, The
GG -Golden Gate Features
GIB -Gibbs Syndicate
GIN -Ginsburg, Theodore M.
GLA -Glasserfied Directory
GLO -Global Digest
GLS -Globe Syndicate
GML -Gamma-Liason Photo News Agency
GNB -Graphic News Bureau
GNC -Generation News/Continuum, Inc.
GNS -Gannett News Service
GOJ -Goodman, Jr., Henry Gaines
GPL -Geiser Productions, Ltd.
GPR -Graham, Paula Royce
GRA -Graham Associates, David
GRE -Green Syndicate, Arthur S.
GRF -Griffith News Feature Service
GRM -Gormly, Walter
GRT -Green Thumb, The
GSM -GSM News Service/Garden State Media
GUR -Guren, Peter
GWN -Goodwin & Associates, Dave
HAA -Harris & Associates Publishing Division
HAM -Hampshire Group
HAN -Harambee African News Service
HAR -Harvard Features
HEI -Heins Publications
HEM -Hempstone Syndicate, The
HFF -Harmon Football Forecast, Bob
HFM -HFM Literary Enterprises Inc.
HFS -Heritage Features Syndicate, The
HIS -Hollywood Inside Syndicate
HLN -Hispanic Link News Service
HOL -Holmes Features, Venice
HOW -Howard Global Syndicate
HPF -Health Promotion Features
HPS -Hopkins Syndicate, Inc., The
HTF -Hometown Flavor
IBIS -International Business Information Syndicate
ILPS -Interlink Press Service
IMN -Intermedia News And Feature Service
IMS -Intercontinental Media Service
IMTS -International Medical Tribune Syndicate
INA -Independent News Alliance
IND -Indelible Inkworks, The
INF -International Features, Inc.
INO -Interocean Press Syndicate
INW -International Writers Service
INX -INX, Inc.
IPH -International Photo News
IPS -Inter-Continental Press Syndicate, Inc.
ITP -Interpress of London and New York
JAN -Jandon Features
JAR -Jarrett Company, Richard
JDL -JDL Syndicate
JEF -Jefferson Communications, Inc.
JOS -Journal Syndicate
JPS -Journal Press Syndicate
JTA -Jewish Telegraphic Agency, Inc.
KAH -Kahn, Inc., A. D.
KFS -King Features Syndicate, Inc.
KIS -Kish, Henriette
KNF -Knowledge News & Feature Syndicate
KNT -KNT News Wire
KSM -Katzman, Susan Manlin
LAT -Los Angeles Times Syndicate
LAT-WP -Los Angeles Times-Washington Post News Service
LAW -Law Education Institute
LBA -Legal Briefs Associates
LEF -LeFan Features, Mike
LER -Lynn Features, Erwin
LES -Lester Syndicate
LEV -Levine, Samuel P.
LIS -Listening Inc.
LLS -Lane Syndicate
LNI -Liberty News International
LUD -Ludcke & Associates
LUI -Lui Associates
LUT -Lutheran Church In America, Dept. Of News And Information
LYN -Lynn Enterprises, Richard
MAC -Machamer Cartooning, Gene
MAJ -Major News Service
MAT -Mattson, Marie
MCF -MidContinent Feature Syndicate
MCM -Michael J. McManus
MCN -McNaught Syndicate, Inc.
MEE -Mead Enterprises, Jerry D.
MEI -Meilach Features, Dona Z.
MER -Merrell Enterprises
MET -Metro Newsfeatures (News Service)
MFS -Minority Features Syndicate, Inc.
MIC -Michaels News
MIK -Mink, Randy, Travel Writer
MIL -Miller Services Limited
MIT -Mitchell, Phyllis, Christian Features Inc.
MLN -Miller News Service
MLR -Miller, Richard A.
MLS -Milligan Syndicate
MM -Minute Message
MNS -Miko's Pacific News Service
MOR -Mark-Morgan, Inc.
MRS -Morrisseau Syndications
MUR -Murfin-Harris Syndicate
NAT -National Press Service
NCF -National Catholic News Service
NEA -Newspaper Enterprise Association
NEW -New York Today, Inc.
NFS -National Features Syndicate
NGC -Name Game Co., Inc., The
NGS -National Geographic News Service
NHF -Newhaus Features
NHN -Newhouse News Service
NIES -Newsweek International Editorial Service
NMD -NMD Features
NNB -National News Bureau
NNI -Network News Inc.
NPS -News Portraits Syndicate
NRS -News Research Service
NRW -National Right To Work Committee
NUM -Numismatic Information Service
NWS -News Associates
NYF -New York Features Syndicate
NYT -New York Times Syndication Sales Corp.—Special Features
NYT-NS -New York Times News Service
NYT-P -NYT Pictures
OLL -Our Lively Language
OPS -Oceanic Press Service
OSF -Olshan's Sports Features, Mort
OWN -Ohio/Washington News Service
PAC -Pacheco Automotive News Service, Inc.
PAI -Press Associates, Inc
PAK -Pakistan Feature Syndicate
PAN -Photo Associates News Service, Inc.
PAR -Parade Of Homes
PAU -Paul, J.S.
PCC -Photo Communications Company, Inc.
PET -Pet Parade, The
PF -Phoenix Features
PFB -Publisher's Financial Bureau
PHS -Pinehurst Syndicate, The
POS -Posner, Jack
PRB -Press-Radio Bible Service, Inc.
PRI -Princeton Features
PWS -Press Wire Services
PYL -Pyle, Dolores
QUF -Quiz Features
RBI -Richey-Bosch International—Print features/films
RCC -Rothco Cartoons, Inc.
REC -Recipe Clinic
REL -Religious Drawings, Inc.
REU -Reuters
RHC -Real Estate House Calls
RIC -Ricker, Dorothy
RIN -Richmond, Norman (Cream Off The Top)
RNS -Religious News Service
ROC -Rockmore Company, The
ROJ -Roth Features, June
RPT -Rock-Pop Syndications
RTS -Register and Tribune Syndicate, Inc., The
RTT -Ratts, Kay
SAF -Seven Arts Features & Worldwide News
SAG -Stevens Associates, Gary
SAL -Salmon
SAW -Sawyer Press Syndication Dept.
SCH -Schaaf Associates, Miv
SCI -Singer Communications, Inc.
SCS -Schleier Syndicate, Curt
SEF -Solomon, Elisabeth F. S.
SF -Suburban Features
SFI -Sun Features, Inc.
SFS -Science Features Service
SIE -Sierra Features
SKT -Skintalk
SLG -Scramb-L-Gram, Inc.
SM -Smith Feature Service, Al
SMP -Summit Press Syndicate
SNS -Syndicated Newspaper Services, Inc.
SON -Sonstein "On Wines," Bill
SOS -Speaking Of Soaps
SPE -Specialty Features Syndicate
SPM -Simple Remedies And Preventive Medicine
SPO -Sports Features Syndicate Incorporated
SRG -Star Group
SRS -Sports Report Service
SSI -Symbolic Systems, Inc.
STA -Stamping Grounds
STE -Stevens Features
STN -States News Service
STO -Stocks Graphic
STR -Star Service Syndicate
SUM -Summer, Anita
SWD -Sowd Newspaper Syndicate, The
TAG -Tagumi Features Syndicate
TAJ -Taylor & Co., Jon
TAP -Tel-Aire Publications, Inc.
TAY -Taylor, Lillian
TCS -Tribune Company Syndicate, Inc.
TEE -Teenage Corner, Inc.
TEF -Teacher Feature's Newspaper Textbook
TEL -Tele-Log
TFS -Transworld Feature Syndicate, Inc.
THF -Thornton Features, Robert
TLF -Travel & Leisure Features
TSI -TSI Syndicate Features
TSS -Toronto Star Syndicate
TTW -Traveler's World, The
TVD -TV Data, Inc.
TVN -TV News
TVT -Torrington Data
TVW -TV Watch, DIP, Inc.
UB -U-B Newspaper Syndicate
UCS -United Cartoonist Syndicate
UFS -United Feature Syndicate
UME -United Media Enterprises
UPI -United Press International
UPIFD -United Press International—International Features Division
UPIN -United Press International Newspictures
UPS -Universal Press Syndicate
USA -U.S.A. Syndicate
VER -Verbatim
VIS -Visions, U.S.A.
VMG -VIP Medical Grapevine
WCC -White Castle Communications
WCH -Writers Clearinghouse
WCM -World Communications Syndicate
WCS -West Coast Syndicate
WEI -Weiss Philatelic-Numismatic Features
WHI -White Productions, Leo
WIL -Williams Newspaper Features Syndicate, Inc.
WIP -Wagner International Photos, Inc.
WNM -What's New In Medicine
WOR -World News Syndicate, Ltd.
WPR -World Press Review
WPW -Washington Post Writers Group
WSL -Wordsmiths Limited
WST -Weekly Syndicate, The
WTC -Winetaster's Choice
WUP -World Union Press
WWN -Wideworld News Service
WWS -Washington Writers' Syndicate
YFI -Your Fashion Image
YKM -Yoakum Features
YOU -Youth Research Institute

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TITLES OF BY-LINED FEATURES

A

A Better You — Various Authors ..... CNS
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A Changing World —John Pinkerman ..... NWS
A Conservative View —James J. Kilpatrick ..... UPS
A Fool & His Money —Nicholas Von Hoffman ..... KFS
A Good Book to Read —Martin J. Ross ..... LAW
A Jackpot A Day!—Ferd Aldrich ..... CAM
A Letter Of Fact & Analysis —Sidney DuBroff ..... GPL
A Little Leary —Bill Leary ..... LAT
A Little Prayer —Mary Alice Bennet ..... AFS
A Minority View —Walter Williams ..... HFS
***A New You** —Emily Wilkens ..... KFS
A Problem Today (Math Problems) —Gordon ..... SCI
A Slice Of Rife —Joanne Rife ..... DBI
A Stones Throw —Asa Stone ..... JOS
A Teacher Feature—Newspaper Textbook Lessons —Jackie Kohn TEF
A Time For Living —Jory Graham ..... UPS
A Time To Live —Bob Walton ..... UPS
A Woman Like You —Frances Scott ..... BAS
A Woman's View of Foreign Affairs —Trudy Mulcahy Howard ..... HOW
About Books — American Library Association ..... NEA
About People — Staff ..... UPI
About Real Estate —Don G. Campbell ..... RTS
Abroad At Home —Anthony Lewis ..... NYT-NS
According To Guinness (Guiness World Book Of Records) ..... UPS
According To Guinness (From The Guinness World Book of Records) UPS
Accu-Log TV Cable Listings ..... TAP
Accuracy In Media —Reed Irvine ..... AIM
Aces, The —Bobby Wolff ..... UFS
Adam —Yaakov Kirschen ..... NYT
Adventures —Chuck Vadun ..... UFS
Advertising Basics —Hal Betancourt ..... BET
Advertising Basics —Hal Betancourt ..... BET
Advice Mini Pkg. — Various Authors ..... CNS
Advice To The Taklorn —Jacob Smith ..... INO
Advice To The Working Woman —Sam Ion ..... CWF
Advice Women's Pages —Dr. Irene Kassorla ..... BHB
Aesops Fables Retold By Samuel Eppy —Samuel Eppy ..... OPS
Affairs Of State —Fred W. Kline ..... CAP
After Forty Medical Health Column, The (From Better Homes & Gardens) —Don Cooley ..... RTS
***Agatha Crumm** —Bill Hoest ..... KFS
Agile Man —Rex Walthall ..... DBI
Aging Attitudes —Cynthia Powell ..... AGE
Airhawk Adventure —B. Foley ..... SCI
Aislin Political Cartoons —Aislin ..... TSS
Alcoholic At Large —Donald Dickson ..... PHS
Alex In Wonderland —Bob Cordray ..... CNS
Alfonso —Romano Garofalo ..... DBI
Alice Widener Column —Alice Widener ..... USA
All About Pets —Eleanor Price ..... LAT
All In The Family —Bill Murray ..... MFS
Alley Oop —Dave Graue ..... NEA
Along The Camping Trail —Radford and Rosemary Bascome ..... BA
Along The Food And Wine Trail —Radford and Rosemary Bascome BA
Altar Stairs —Dr. J. Kirkpatrick ..... HPS
***Amazing Spider-Man, The** —Stan Lee & Fred Kida ..... RTS
America Inside — Reader's Digest Special Service ..... SNS
America's Songbag —Professor Gomer Pound ..... DBI
American Heritage — Various ..... NYT
American News Report —Ben Gallob ..... JTA
American Spectator Magazine — Staff ..... KFS
American Television —Marc Eliot ..... DDS
American Viewpoints — Staff ..... CSP
Amy —Jack Tippit ..... RTS
An Editor's Outlook —Jenkin Lloyd Jones ..... LAT
Anagrams —Bill Murray ..... MFS
And Sew On —Alida Macor ..... ASO
Andy Capp —Reggie Smythe ..... FNS
Andy Donato —Andy Donato ..... CWF
Andy Rooney —Andy Rooney ..... TCS
Animal Ad Libs —Righetti ..... SCI
Animal Crackers —Roger Bollen ..... TCS
Animal Doctor —Dr. Michael Fox ..... UFS
Anita Summer's New York —Anita Summer ..... SUM
Ann Landers —Ann Landers ..... FNS
Anne Taylor Fleming —Anne Taylor Fleming ..... KFS
Annie —Leonard Starr ..... TCS
Another Look —Robert Yoakum ..... YKM
Answer Place, The — American Library Association ..... NEA
Answers —Tom Neuhaus ..... NHF
Antique Or Junque —James McCollam ..... CNS
Antique Wise —Dorothy Hammond ..... CF
Antiques —Ann Davis Schweikardt ..... DPS
Antiques —Lita Solis-Cohen ..... ART
Antiques & Stuff —Anne Gilbert ..... UFS
Apartment 3-G —Alex Kotzky ..... FNS
Apple Pie —R. David Boyd ..... MOR
Apples —Apollonia ..... NNB
Apples Of Gold In Pictures Of Silver —Raphael ..... EHS
***Archie** ..... KFS
Ardith —Ken Muse ..... DBI
Are You A Kopy Kat? —Robert Gill ..... NFS
Army Funnies —Buddy Basch ..... BAS
Arnie —Arnie Stockholm ..... SCI
Around The House With Jan Paul —Jan Paul ..... PAU
Around The World —Stan Delaplane ..... CHR
Art of Feeling Good, The —Dr. Art Mollen ..... RTS
Art Buchwald Column —Art Buchwald ..... LAT
Arthur Ashe Column —Arthur Ashe ..... WPW
Arts Column —Byron Belt ..... NHN
As We See It —Rick and Moish Moran ..... PAN
As We See It —Maurice Kessler ..... PAN
As You Were —Jim Baker ..... SCI
Ask Alma —Alma ..... SF
Ask Andy —Ed Grade ..... LAT
Ask Aunt Madge —Madge Saksena ..... ASK
Ask Beth —Beth Winship ..... LAT
Ask Congressman Pepper —Claude Pepper ..... NEA
Ask Dick Kleiner —Dick Kleiner ..... NEA
Ask Dr. Blaker —Karen Blaker, Ph. D ..... NEA
***Ask Dr. Brothers** —Dr. Joyce Brothers ..... KFS
Ask Hagin —Bob Hagin ..... PAC
Ask Shagg —Peter Guren ..... GUR
Ask Them Yourself —Anita Summer ..... SUM
Ask Your Vet —Dr. Michael Milts ..... TCS
Assignment America —Phyllis Battelle ..... KFS
Assignment: Television —Terrence O'Flaherty ..... CHR
Assignment: Top Secret —Bill Barry ..... ADF
Astro Analysis —Sonia McGinnis ..... MOR
Astro*Graph —Bernice Bede Osol ..... NEA
Astrological Forecast —Sydney Omarr ..... LAT
Astrology —J. Naylor ..... SCI
Astrology Mini Pkg. — Various ..... CNS
At Large Column —Ellen Goodman ..... WPW
At The Grass Roots —Howard Jarvis ..... IPS
At The Movies —Ron Base ..... TSS
At Wit's End —Erma Bombeck ..... FNS
At Your Command —Jim Strothman ..... RTS
At Your Service — Staff ..... ARM
Audio Lab —Gerard Reiskind ..... CWF
Auto Album —Tad Burness ..... FNS
Auto Features — Various ..... ECS
Auto Features —Bob Hagin ..... PAC
Auto Home Service —Bill Russ ..... PAC
Autorama —Ron Thomas ..... CNS
Avivato —Lino y Jorge Palacios ..... UPIFD
AMEX/NYSE Index (Weekly Chart) —Ricky D. Wood ..... STO

B

B.C. —Johnny Hart ..... FNS
Back to School — Various Authors ..... CNS
Backgammon By Ward —Jeff Ward ..... CNS
Background Maps —Tom Hoge ..... APN
Backstairs At The White House —Helen Thomas ..... UPI
Backyard Bounty —Jan Riggenbach ..... JAN
Backyard Gardener —Patrick Denton ..... CNS
Baptist Features — Staff ..... BAP
Baptist Press — Staff ..... BAP
Barbara Cartland Romances —Morrow and Weaver ..... UFS
Barbara Reynolds Report —Barbara Reynolds ..... IPS
Barbs —Phil Pastoret ..... NEA
***Barney Google & Snuffy Smith** —Fred Lasswell ..... KFS
Barron Cartoons —Sid Barron ..... TSS
Baseball Bits —Norb Eckst ..... SRS
Baseball's Immortal Madcaps —Harry Jones & Fred Reinert ..... AFS
Basics of Microwave Cooking, The —Marilyn Martinez ..... RTS
Beard On Food —James A. Beard ..... UPS
Beat The Clock —Ruth Winter ..... RTS
Beautiful —Barbara Jones & Charles Bowen ..... AFS
Beautiful Homes —Mid Paulus ..... MCF
Beautifully Yours —Betty Ommerman ..... BFO
Beauty —Daniel Eastman ..... BHB
Beauty —Gilda Marx ..... BHB
Beauty —Allen Edwards ..... BHB
Beauty and Inflation —Josephine Lowman ..... RTS
Beauty By Choice —Trisha Yeager ..... CNS
Beauty Digest —Diane Robbens ..... NEA
Beauty Improvement Plan, The —Josephine Lowman ..... RTS
Beauty Is —Lucille Bouchard ..... BOU
Beauty Page —M. J. Cahill ..... TFS
Beauty Tips From Hollywood — Various Celebrities ..... SCI
Beaver Colonies In Rocky Mt. Nat. Park —Al Saffa ..... WWN
***Beetle Bailey** —Mort Walker ..... KFS
Begger —Ken Muse ..... DBI
Behind The Headlines —Bill Gruver ..... FET
Behind The Tube —Jan Marshall ..... RBI
Belvedere —George Crenshaw ..... FNS
Ben Sargent —Ben Sargent ..... UFS
Ben Swift —John Lane ..... UFS
Ben Wattenberg —Ben Wattenberg ..... UFS
Ben Wicks —Ben Wicks ..... KFS
Ben Wicks Cartoons —Ben Wicks ..... CWF
Benchwarmers Sports Trivia —Bob Alexander ..... CNS
Benji —Joe Camp ..... NYT
***Berenstain Bears** —Stan and Jan Berenstain ..... KFS
Berry's World —Jim Berry ..... NEA
Best Bets & Buys — Staff ..... IMN
Best Of Press — Staff ..... EDC
Best Of The Week — Editorials ..... AMW
Best Sellers — Staff ..... UPI
Best Sellers — Various Authors ..... SCI
Better Bridge —R. A. Miller ..... MLR
Better Homes And Gardens Countertop Cookery— Betty Grayson (Editor) ..... RTS
Betty Beale's Washington Letter —Betty Beale ..... FHS
Between The Lines —K.C. Cole ..... DDS
Between You And Me —Boris Smolar ..... JTA
Beutel Cartoons —Josh Beutel ..... MIL
Bible Speaks —L. Althouse ..... CSP
Bibs —Mickey Jai & Martin Kornic ..... DBI
Big Brother —Glen Scalzitti ..... DBI
Big Feet —Pedro R. Moreno ..... UCS
Big George—Virgil Partch ..... FNS
Big Wheels—John Hutcheson ..... PAC
Bill Deore —Bill DeOre ..... NYT
Bill Garner —Bill Garner ..... UFS
Bill's Car Care —Bill Adelsperger ..... BIL
Bill's Car Care II —Bill Adelsperger ..... BIL
***Bingo** ..... EUR
Biorhythms —Canada Wide ..... SF
Birnbaum —Stephen Birnbaum ..... TCS
Birthday Game, The —Lionel S. Jackson, Jr. ..... BDG
Birthscope —Elaine Morrissey ..... BIR
Black Baseball Quiz —Jason J. Cheran ..... LER
Black Giants —Bill Murray ..... MFS
Blaine Cartoons —Blaine ..... MIL
***Blondie** —Dean Young & Mike Gersher ..... KFS
Bloom County Comic Strip —Berke Breathed ..... WPW
Blue Plate Special —Bob Bowie ..... DBI
Blue Plate Special —B. Bowie & N. Dickson ..... DBI
Blue-Collar Woman —Mary Lindenstein Walshok ..... DDS
Boating The Snake River —John Ford ..... WWN
Bob Dana On Wine —Bob Dana ..... NEW
Bob Englehart Cartoon —Bob Englehart ..... LAT
Bob Greene —Bob Greene ..... TCS
Boggle Challenge —Parker Brothers ..... FNS
Bondy On Money —Susan Bondy ..... MCN
***Boner's Ark** —Addison and Frank Johnson ..... KFS
Bonus-Word Puzzle —Naida Dickson ..... DBI
Book Beat Column —Curt Schleier ..... SCS
Book Marks —Mildred H. Paulus ..... MCF
Book Review —Victor Wilson ..... NHN
Book Reviews —Robert X. Adams ..... FEA
Book Reviews —Curt Schleier ..... SCS
Book Reviews —John Pinkerman ..... NWS
Book Reviews —Michael Williams ..... CAP
Book Reviews —William Laffler ..... UPI
Book Reviews — Various Authors ..... CNS
Book Reviews (Children's) —M. F. Stroud ..... FEA
Book Serialization — Various ..... SMP
Book Serializations — Various ..... NYT
Book Talk —Myrna Grier ..... ITP
Book Talk —Jim James ..... JDL
Book Talk —Fran Woods ..... ECS
Book World Service (Washington Post Book World) ..... WPW
Books —Ross Warren ..... GSM
Books —Ira Einhorn ..... MNB
Books In Brief — Various ..... CWF
Books In Review — Staff ..... IMN
Bookviews —Alan Caruba ..... CBO
Boomerang —Frank Billey ..... AFS
Boot —Craig MacIntash ..... CRO
Bootstraps —William Neal ..... EHS
Born Loser —Art Sansom ..... NEA
Bottom Line, The —Antoinette Bosco ..... NCF
Bottom Ten, The —Steve Harvey ..... UPS
Bout Books —Philippa Ruth ..... WOR
Brain Teasers — Various Authors ..... OPS
Brainteasers — Various ..... SCI
Braintwister —Gordon ..... OPS
Brass Tacks —Nick Frising ..... AFS
Brenda Starr —Dale Messick & Ramona Fradon ..... TCS
***Brick Bradford** —Paul Norris ..... KFS
Brides & Bouquets — Various Authors ..... CNS
Bridge —Carl Brett ..... GIN
Bridge —Oswald Jacoby & Alan Sontag ..... NEA
Bridge —Alan Truscott ..... NYT
Briefs — Staff ..... EDC
***Bringing Up Father** —Frank Johnson & Frank Fletcher ..... KFS
Broadside, The —J. G. Bumberg ..... GNB
Broadway Beat —Anita Summer ..... SUM
Broadway Box Score — Staff ..... UPI
Broadway Is My Beat —Joey Sasso ..... DBI
Broadway Karikatures —Joe Kaliff ..... AMF
Broadway Vignettes —Barbara Varas ..... AMF
Broom-Hilda —Russell Myers ..... TCS
Brother Juniper —Fred McCarthy ..... FNS
Brother Simon & Lucas —Pedro R. Moreno ..... UCS
Bruce Lee —Matera/DiVono ..... LAT
Bryant/Hall Travel —G. Bryant & G. Hall ..... TSS
Bubblegummers —Jeff and Carol Wakefield ..... MCN
Buck Rogers In The 25th Century —Cary Bates & Gray Morrow ..... NYT
Buddy's Workshop —Mike Bennett ..... CSP
Buford —John Marshall ..... SNS
Bugs Bunny —Warner Brothers ..... NEA
Build Your Vocabulary —Marian House ..... SCI

TITLES OF BY-LINED FEATURES

Building Bargains —Mark E. Parsons ..... LEF
Building Your Vocabulary —J. House ..... OPS
Bumblos —Al Smith ..... SM
Bungling Chef, The —Tom Neuhaus ..... NHF
Business And The Stock Market — Babson Staff ..... PFB
Business Beat — Various ..... REU
Business In Review — Staff ..... UPI
Business Outlook —J.A. Livingston ..... FNS
Business Shortcuts & Survival Tips — The ICS Group ..... IBIS
Business Today — Staff ..... UPI
Business Wire Newsletter —Lorry I. Lokey ..... BUS
Butcher, The —Merle Ellis ..... CHR
Button's Bunch —Ford Button ..... DBI
***Buz Sawyer** —John Celardo & Edwin Granberry ..... KFS
By George —George Callahan ..... DBI
By Murphy's Law —Robert Howell ..... JOS
By No Means Neutral —Ernest B. Furgurson ..... LAT
By The Kitchen Sink —Kay Ratts ..... RTT
BIPS' Production ..... BIPS

C

C.P. Houston Cartoons —Clyde Houston ..... RTS
Cable Key —Steve Scheuer ..... KFS
Cable Magazine ..... TAP
Cable TV Listings ..... TEL
Cable/TV —Steve Richards ..... TLF
Cablenews —Steve Richards ..... TLF
Calculator Caper —Josefa Heiftz ..... WCS
Calif. Cartoons —Scott Stantis ..... CNS
California Stories — Various Authors ..... CNS
Calling Colleen —Mike Bennett ..... CSP
Calorie Chronicles, The —Ken Muse ..... DBI
Calorie Conscious Cook —Dee Payne ..... FET
Calorie Countdown —Susan Duff ..... MCN
Camera View — Various ..... NYT
Camping All Year Round —Bob Nesoff ..... MCN
Camping Family Style —Angela and Frank Bothwell ..... SF
Campus Laughter —Pedro R. Moreno ..... UCS
Campus Reports — Various Scholars ..... EDR
Canadian Book Bestseller List — Staff ..... TSS
Canadian Bridge —Ted Horning ..... TSS
Canadian Business —Jack McArthur ..... TSS
Canadian Chess —Lawrence Day ..... TSS
Canadian Comment —Peter Ward ..... SF
Canadian Crossword —Marion Morrison ..... CWF
Canadian Fashion — Staff ..... TSS
Canadian Features — Various ..... CWF
Canadian Gardening —Fred Dale ..... TSS
Canadian Paperback Bestseller List — Staff ..... TSS
Canadian Pattern Service ..... CWF
Canadian Sport —Milt Dunnell ..... TSS
Candle & Mirror —Fred Dodge ..... MM
Candy Man, The —Bill Murray ..... MFS
Capital Fare —Andrew Tully ..... MCN
Capital Hills —Mort Gerberg Anderson, Jack & Ted Enik ..... UFS
Capitol Comedy —Jack Posner ..... POS
Cappy Dick —Cappy Dick ..... FNS
Capt. & Mandy —Steve Kell ..... OPS
Captain Easy —Bill Crooks & Mick LaSale ..... NEA
Car Care — Various Authors ..... CNS
Car Care Hotline —David Hornblower CCL
Car Cartoons — Various Artists ..... SCI
Car Keys —B. Woody ..... OPS
Car Talk —Ray Hite ..... ECS
Career Clinic —James T. W. Hendricks ..... AND
Careers —Joyce Lain Kennedy ..... SFI
Caring For Your Car —Ray Hill ..... LAT
Carl Rowan —Carl Rowan ..... FNS
Carmichael —Dave Eastman ..... LAT
Carole Hemingway Column —Carole Hemingway ..... LAT
Carrier-toons —Chick Larson ..... UFS
Cartoon —Vivienne Flesher ..... INX
Cartoonmix Quarterly —Frank Baginski ..... CAM
Cash Box Confidential —George Albert ..... RTS
Catfish —Roger Bollen & Gary Peterman ..... TCS
Cathy —Cathy Guisewite ..... UPS
Celebritee-Hees —Buddy Basch ..... BAS
Celebrities At Midlife —Ruth Winter ..... RTS
Celebrity Cipher — Staff ..... NEA
Celebrity Cookbook —Johna Blinn ..... LAT
Celebrity In-depth —Colin Dangaard ..... INF
Celebrity Interviews —Elliott Kravetz ..... IPN
Celebrity Interviews — Various ..... PRI
Celebrity Jokes — Various ..... OPS
Cesarean Childbirth —Christina Wilson & Wendy Hovey ..... DDS
Challenge Drawings —Jack Hamm ..... REL
Challenger (Numbers Game) —Linus Maurer ..... SFI
Changing World —John Pinkerman ..... CNS
Charlie —Charles Rodriques ..... TCS
Chases' Calendar —William and Helen Chase ..... LAT
Chefs Kitchen, The —Chef William Lord ..... CHK
Chess —Robert Byrne ..... NYT
Chess Master —George Koltanowski ..... GG
Chess Quiz —Shelby Lyman ..... BCF
Chess, Shelby Lyman On —Shelby Lyman ..... BCF
Chicago Tribune Graphics Service ..... TCS
Chicato —Lino y Jorge Palacios ..... UPIFD
Children & Teens —Glen C. Griffin, M.D. ..... CF
Children In The 80's — Various Authors ..... MIC
Chris —Pedro R. Moreno ..... UCS
Christian Science Monitor News Service ..... LAT
Christmas Mini — Various Authors ..... CNS
Christmas Strip —JKS ..... NEA
***Christmas Strip** —Walt Disney ..... KFS
Chuck Chandler's Best Bets —Chuck Chandler ..... MCN
Church Chuckles —Chas. Cartwright ..... SM
Church Page —Gus Wood ..... MOR
Cicuta —Lino y Jorge Palacios ..... UPIFD
Cinema Talks —Paula Royce Graham ..... GPR
Cinemascore —Ed Mintz ..... LAT
Citizen Smith —Dave Gerard ..... RTS
City Editor's Tip Service —John Cliff ..... LAT
Classified Comic's —Joe Burcesh ..... DBI
Classified Comments —Michael Levine ..... TVN
Claude Hopper —B and L Caviness ..... DBI
Clints Hints —Righetti ..... SCI
Clip 'N' Cook — CNS ..... CNS
Clotheslines —Mary Lou Luther ..... LAT
Clyde & Sadie—Carrell Rhubee ..... WST
Coin Box, The—Norman M. Davis, NLG ..... NMD
Coin Counting—Barbara White ..... NUM
Coin Notes —Ronald Anders ..... AKP
Coin Roundup —Edward C. Rochette ..... LAT
Coinversations With R. Winston Harris —R. Winston Harris ..... COI
Coinword ..... LAT
Collectors' Items —Carolyn Anderson ..... AMW
College Experts Bowl —Ron Sataloff ..... SPO
College Press Service ..... CPS
Colman McCarthy Column —Colman McCarthy ..... WPW
Color Picture Transmissions ..... UPIN
Color The Drawing —W. Trag ..... OPS
Color This —Kern Pederson ..... SM
Column—James Reston —James Reston ..... NYT-NS
Coming Attractions — Staff ..... CIN
Comment On Sports —Pete Fritchie ..... EDC
Commentary —Don Graff ..... NEA
Commentary —Sir Douglas Bader ..... EDC
Commodities —Les Weber ..... CWF
Commodities: A Personal View —Michael Dune Fowler ..... FMD
Common Cents —Kate MacQueen ..... CHR
Computer Age, The —Richard Blummer ..... ASC
Computer Bits —D. X. Fenten ..... RTS
Computer Picks The Pros —Steven Skiena ..... COM
Concise Book Reviews —David Faries ..... FAR
Concrete Jungle —Dale Patterson ..... CNS
Confessions Of A Medical Heretic —Dr. Robert Mendelsohn ..... RTS
Congress Column —Miles Benson ..... NHN
Congressional Quarterly Service —Peter Harkness ..... CQ
Conservative Advocate, The —Bill Rusher ..... UPS
Consumer Checklist — Staff ..... CSP
Consumer Conscious —Sylvia Cronin ..... CFS
Consumer Food Notebook —Goody L. Solomon ..... PAI
Consumer Travel Trends —Sylvia Cronin ..... CFS
Consumers' Dilemma, U.S.A. —Samuel P. Levine ..... LEV
Consumerwatch — Staff ..... SRG
Contract Bridge —B. Jay & Steve Becker ..... KFS
Cook It Your Way —Patricia A. Ward (Of Farm Journal) ..... UPS
Cookbook Review —Parris Green ..... TAG
Cookin Good —Bradford ..... SAW
Cookin' Good —Mrs. Douglas ..... MCN
Cooking Class —Susan Manlin Katzman ..... KSM
Cooking Corner — Various Authors ..... CNS
Cooking Naturally —Bonnie Mandoe ..... SRG
Cop & Robber —Ray Johnson & Rocky Pomerance ..... FNS
Coping —Barbara Burtoff ..... BBS
Country Music —Jack Hurst ..... TCS
Country Parson —Frank Clark ..... SM
Country Parson, The —Frank Clark ..... RTS
Country Rhythms —John Lomax, III ..... UFS
Country Western Wisdom —G. Page ..... FET
Coupon Clipper —June Fuller ..... UFS
Courses By Newspaper ..... UPI
Courthouse Squares —John Jarvis ..... CSP
Cowpokes —Ace Reid ..... WST
Craft Patterns Home Workshop —Brian W. Smith ..... CHW
Cream Off The Top —Norman(Otis) Richmond ..... RIN
Creative Crafts —Dona Z. Meilach ..... MEI
Creative Crafts —Barbara Brass ..... CF
Creative Space —David Ferguson ..... TSS
Creatures By Donna Jacobs —Donna Jacobs ..... CWF
Crime Flashback —Max Haines ..... CWF
Criswell Predicts —Criswell ..... MCN
Critic-at-Large —David Handler ..... NEA
Crock —Don Wilder & Bill Rechin ..... FNS
Crocker —Jim Erskine ..... CSP
Crockett's Victory Garden ..... UPI
Croscramble —Naida Dickson ..... DBI
Crossword —Agnes DeSatla ..... MOR
Crossword —H. L. Risten ..... EDC
Crossword ..... SM
Crossword ..... MCN
Crossword & Games Mini Pkg. — Various Authors ..... CNS
Crossword Puzzle —Nina Cooper ..... APN
Crossword Puzzle — Staff ..... SF
Crossword Puzzle ..... CSP
Crossword Puzzle — Staff ..... NEA
Crossword Puzzle ..... CNS
Crossword Puzzle With Cryptoquotes —Thomas Joseph ..... KFS
Crossword Puzzle With Cryptoquips —Eugene Sheffer ..... KFS
Crossword Puzzler ..... UFS
Crosswords —A. Foley ..... SCI
Crowley's Horoscope —B. J. Crowley ..... EDC
Crown Short Takes —Robbins & Assoc. ..... CRO
Crucigramas —M. A. Balsa ..... UPIFD
Cruise Features —Milton J. Gun ..... TLF
Cruise Ship Profiles —Milton J. Gun ..... TLF
Cruising (The Ultimate Vacation) —Dorothy and Noyes Richey ..... RBI
Crypto Game —Righetti ..... SCI
Cryptoquotes (Coded Quotes) —A. House ..... SCI
Current Events —Marvin Lipton ..... TSS
Curtis Cartoons —Tom Curtis ..... HFS
Cut Your Own Taxes And Save —Sheilah Kast ..... NEA
Cuttone's Concepts —Charles Cuttone ..... SRS
CIA (Consumer Information Advisor) —Sylvia Cronin ..... CFS

D

Daily & Sunday Crossword Puzzles —Eugene T. Maleska (Editor) NYT
Daily & Weekly Crosswords —Gordon ..... OPS
Daily Horoscope —Carroll Righter ..... MCN
Daily Investor —Colleen Sullivan ..... UFS
Daily Racing Form Consensus ..... TCS
Daily Short Stories — Various Authors ..... OPS
Daily Stock Market Chart Of The DJIA —Ricky D. Wood ..... STO
Daily Stock Market Chart Of The NYSE Index —Ricky D. Wood ..... STO
Dallas —Harris/Lawrence ..... LAT
Dalton Camp —Dalton Camp ..... CWF
Dan Dorfman —Dan Dorfman ..... TCS
Dan Savage —Bob Goodbread ..... DBI
Dan Wasserman Cartoon —Dan Wasserman ..... LAT
Darcy —Thomas Darcy ..... KFS
Darker Side, The —Scott Johnson ..... DBI
DataNews Service — Staff ..... UPI
Dateline America —Jeffrey Blyth ..... ITP
Dateline New York —Jeffrey Blyth ..... ITP
Dateline-Washington —Walter Riley ..... DAT
Dateline-Washington —Walter Riley ..... DAT
Dateline: Detroit —Don O'Reilly ..... AUN
David Broder Column —David S. Broder ..... WPW
Daytime Dial —Lynda Hirsch ..... FNS
De La Cronica Diaria —Felipe A. Dobal ..... UPIFD
Dear Abby —Abigail Van Buren ..... UPS
Dear Debbie —Deborah White ..... MCN
Dear Kidsday — Various ..... PRI
Dear Meg —Meg Whitcomb ..... NYF
Decor Score —Barbara Hartung ..... CNS
Defty-Nitions ..... AMW
Dennis The Menace —Hank Ketcham ..... FNS
Deploying U.S. Forces —Paul Sievers ..... WWN
Der Spiegel — Various ..... NYT
Desde U.S.A. Con Humor —Aldo Cammarota ..... UPIFD
Desfile del BuenoHumor —Horacio J.C.L. Divito ..... UPIFD
Design For People —Emily Malino ..... UFS
Designing Woman —Rita St. Clair ..... LAT
Designs In Nature —W. Hearn ..... OPS
Destination —Joseph Adler ..... ADL
Diasporic Music —Norman(Otis) Richmond ..... RIN
Dick Dunkel's College Football Index —Dick Dunkel ..... DSR
Dick Dunkel's College Basketball Index —Dick Dunkel ..... DSR
Dick Miller New York, New York —Dick Miller ..... GAR
Dick Tracy —Gould/Fletcher/Collins ..... TCS
Dick Wright Cartoons —Dick Wright ..... UFS
Did You Know —John Jarvis ..... CSP
Did You Know That —F. Treadgold ..... SCI
Didjano? —Fred Dodge ..... MM
Diet Recipes — Various Celebrities ..... SCI
Dinah Mite —Joe E. Buresch ..... DBI
Dining Directory ..... DIC
Dining In N.Y.C. —Rick Moran & Rita Allen ..... PAN
Dining Out —Jim Quinn ..... NNB
Diplomatic Pouch—William R. Frye ..... FRY
Discover Service, The (Excerpts from Discover Magazine) ..... UPS
DISCussion—Joe Kaliff ..... AMF
***Disney Classics—Walt Disney** ..... KFS
Divulguelo—Ed G. Foladori ..... UPIFD
DJIA-NYSE Index (Weekly Chart)—Ricky D. Wood ..... STO
Do It Yourself Home Repairs —Gordon ..... SCI
Do You Know Who I Am —Bob Ferguson ..... DBI
Do Your Own Thing —Tom Niekarz ..... UB
Do-It-Yourself & Save — Reader's Digest Do-It-Yourself Manuals SNS
Doctor Smock —George Lemont ..... UFS
Doctor Talk —Dr. Harold Ligon ..... EDC
Doctor's Forum — Various UCSD Doctors ..... CNS
Don Hesse Cartoon —Don Hesse ..... LAT
Don Wright —Don Wright ..... NYT
Dona Tremebunda —Lino y Jorge Palacios ..... UPIFD
***Donald Duck** —Walt Disney ..... KFS
Donald Lambro —Donald Lambro ..... UFS
Dondi —Irwin Hasen ..... TCS
Donoghue's Money Fund Report —William Donoghue ..... TCS
Doonesbury —Garry Trudeau ..... UPS
Dorothy Richey's Travel Talk —Dorothy and Noyes Richey ..... RBI
Dot-To-Dot —E. Engleman ..... SCI
Dot-To-Dot Monster Puzzle —W. Trag ..... SCI
Doug Wright Cartoon —Doug Wright ..... MIL
Douglas Fisher —Douglas Fisher ..... CWF
Down To Earth —Walter Masson ..... DTE
Downstown —Tim Downs ..... UPS

(Continued on page 55S)

The Los Angeles Times Syndicate Is First!

First In Commentary
Sports Commentary
Political Cartoons
Political Commentary

ART BUCHWALD Winner of this year's Pulitzer Prize for commentary, Buchwald is the most consistently funny columnist in newspapers today. "Like fine wine," the Pulitzer board announced, "Art Buchwald's journalistic skills improve with the passage of time." Author of numerous best-selling books, including his newest, *Laid Back in Washington,* Buchwald is a living legend. Clever and unfailingly likable, Buchwald writes three times a week.

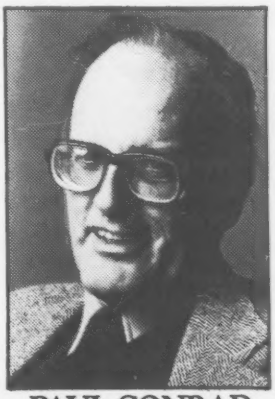
JIM MURRAY The best sports columnist in syndication, Murray won this year's AP Sports' Editors Red Smith Award and has been named national sportswriter of the year 14 times. Editor and Publisher once described Murray as "the closest you'll come to a modern sports dynasty." He's a true wordsmith, respected for his skill, insight and knowledge. Murray writes three times a week.

PAUL CONRAD One of the great editorial talents of our time, Conrad was recently awarded an unprecedented fifth Sigma Delta Chi Distinguished Service Award for editorial cartooning. A two-time Pulitzer Prize winner, Conrad has produced cartoons of unparalleled graphic and ideological genius for more than 30 years. Compassionate or angry as the occasion demands, Conrad defines the issues and stirs debate. Conrad draws five times a week.

JOSEPH KRAFT Winner of three Overseas PressClub Awards, Kraft is considered the foremost analyst of national and international affairs. Time magazine called him "the only visible replacement for Walter Lippmann." Harper's magazine said he is "one of the best thinkers of his writing generation." Kraft writes three times a week.

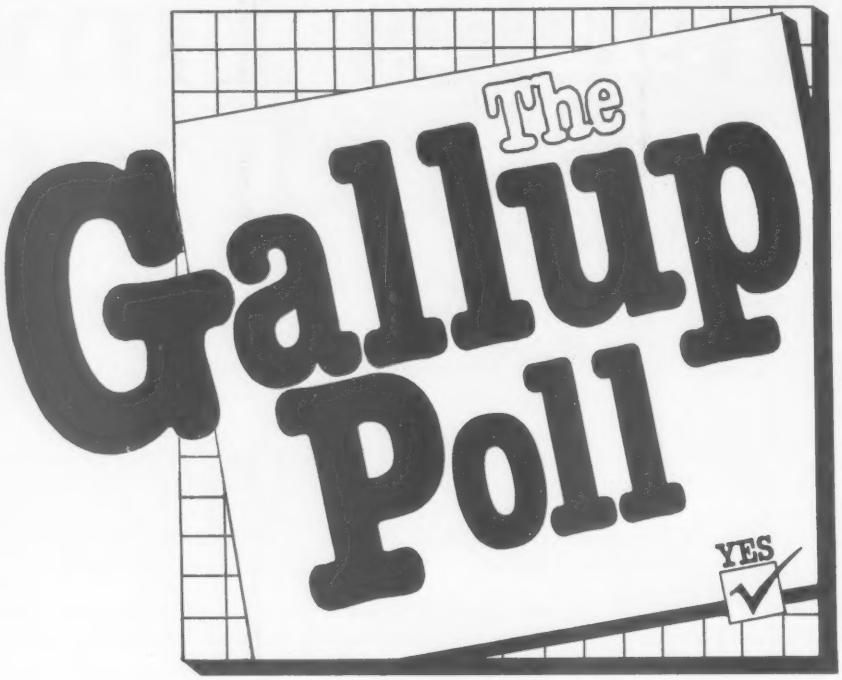
ART BUCHWALD

JIM MURRAY

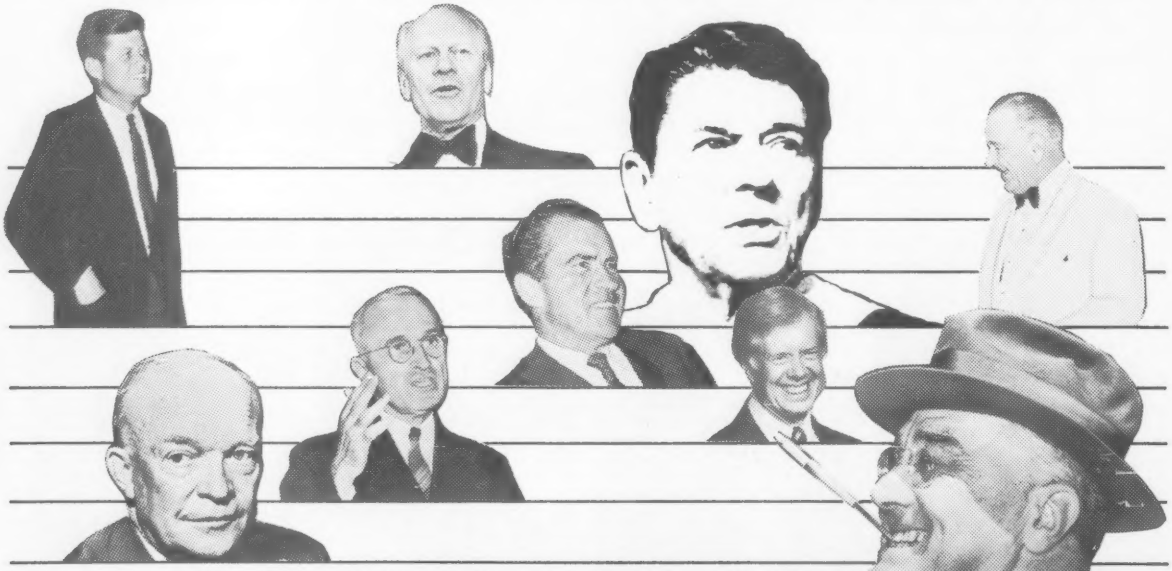

PAUL CONRAD

JOSEPH KRAFT

Los Angeles Times Syndicate Is First!



An unparalleled record of accuracy for nearly half a century.



The Gallup Poll has followed each of these Presidents, and each of these Presidents has followed the Gallup Poll. There is only one poll that can make that claim.

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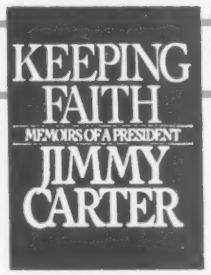

Jimmy Carter's moving and personal account of his presidency, *Keeping Faith*, available only from the Los Angeles Times Syndicate.

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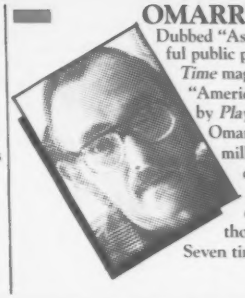
First in Features & By-Lines

DIXON

First lady of astrology for decades, Jeane Dixon's uncanny ability to read the stars has brought her worldwide recognition. Millions of readers consult her daily column as well as her semi-annual predictions. Seven times a week.

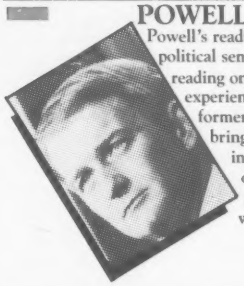
SHEINWOLD

Alfred Sheinwold's bridge column is one of the industry's top sellers because its author is considered the bridge world's most respected authority and its wittiest proponent. His columns contain specific strategic advice. The best written and most instructive column on the subject is available seven days a week.



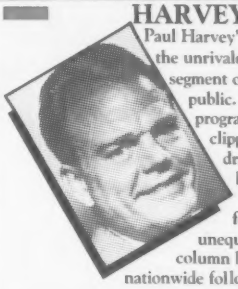
OMARR

Dubbed "Astrology's most skillful public protagonist" by *Time* magazine and "America's Mr. Astrology" by *Playboy*, Sydney Omarr's column draws millions of followers daily. He combines solid reporting experience with thorough research. Seven times a week.



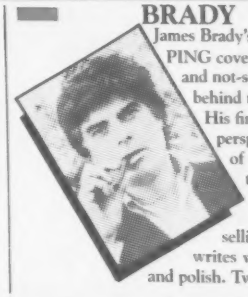
POWELL

Powell's ready humor and astute political sense make him must reading on opinion pages. His experience as spokesman to former President Carter brings to his writing an intimate knowledge of how the press and power structure work. Twice a week.



HARVEY

Paul Harvey's commentary is the unrivaled voice of a broad segment of the American public. His radio news program, marked by his clipped delivery and dramatic pauses, has an audience of millions. His feisty, candid and unequivocal newspaper column has a loyal nationwide following. Three times a week.

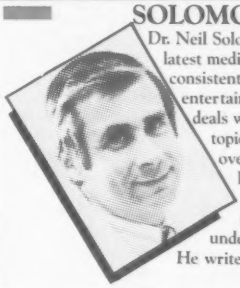


BRADY

James Brady's EAVESDROPPING covers all the beautiful and not-so-beautiful people behind today's headlines. His finely honed insider's perspective is a result of years spent as a top publishing executive. Author of several best-selling novels, he writes with wit, punch and polish. Twice a week.

HEMINGWAY

Carole Hemingway writes about what is closest to our hearts and minds—family life, the changing roles of men and women and careers. Her columns are direct, personal and thoughtful. Her eight years as L.A.'s top woman radio talk show host have tuned her in to the most controversial topics of the day. Twice a week.

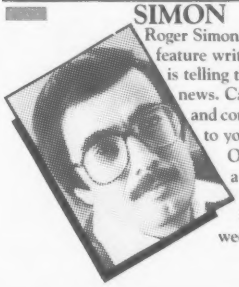


SOLOMON

Dr. Neil Solomon dispenses the latest medical information in consistently readable and entertaining doses. He deals with sensitive topics like smoking, overeating, psychological problems and sex in a professional, easy-to-understand manner. He writes six times a week.

CHRISTY

Marian Christy's award-winning lifestyle column is highly individualized journalism. She elicits intimate revelations from celebrities in politics, entertainment and fashion by asking the questions readers want answered. Twice a week.

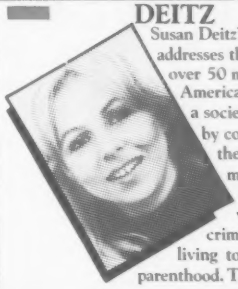


SIMON

Roger Simon is an exceptional feature writer whose trademark is telling the human side of the news. Candid, unequivocal and compelling, he appeals to young liberal readers. One of the best from a generation of very personal writers, Simon writes twice a week.

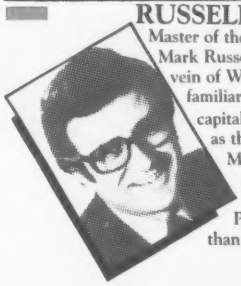
WINSHIP

Beth Winship, the teenager's advice columnist, has been speaking out on adolescent concerns for more than a decade. She answers questions about the younger generation's social problems with total frankness and without moralizing. Three times a week.



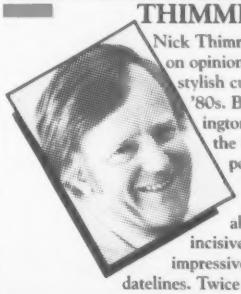
DEITZ

Susan Deitz's SINGLE FILE addresses the problems of over 50 million single adult Americans who live in a society dominated by couples. She tackles the difficulties of modern single living—money woes, tax discrimination, loneliness, living together and single parenthood. Three times a week.



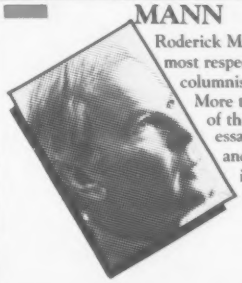
RUSSELL

Master of the political one-liner, Mark Russell's humor is in the vein of Will Rogers. As familiar to the national capital's political insiders as the Washington Monument is to the tourist, Russell has been peppering Presidents for more than 20 years. Four times a week.



THIMMESCH

Nick Thimmesch, a favorite on opinion pages, is the stylish curmudgeon of the '80s. Based in Washington, Thimmesch has the inside line on political power brokers. And frequent trips abroad produce incisive reports from an impressive variety of datelines. Twice a week.



MANN

Roderick Mann is one of the most respected film columnists writing today. More than a chronicler of the movie scene, his essays are penetrating, and his style is impeccably crisp. Three times a week.

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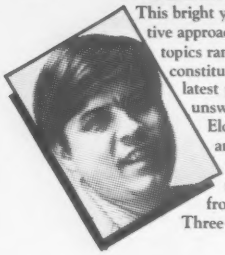

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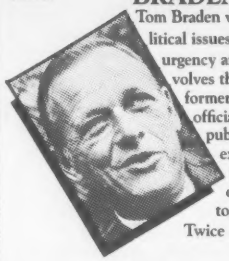

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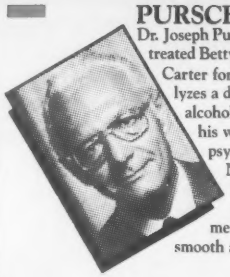

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By Hon. Harry T. Shafer
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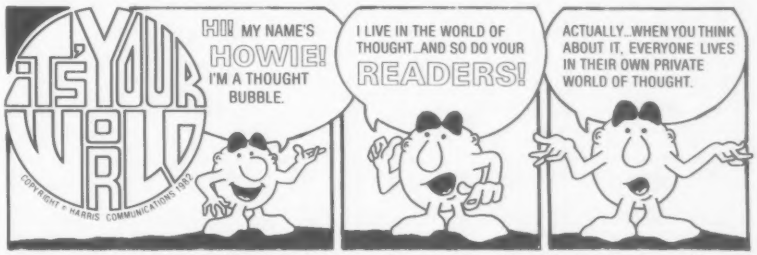

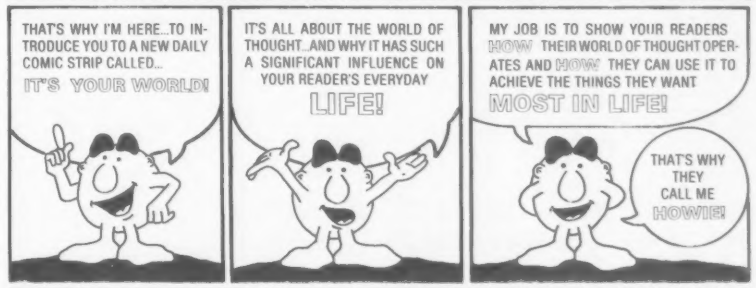

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TV Scout Reports — Staff ... UFS
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TV Today —Nan Peters ... WOR
TV Tonight —Judy Flander ... NYT
TV/Pics —Linda Lewis ... TEE

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U.F.O. Investigation Bureau —Pedro R. Moreno ... UCS
U.S. News & World Report Text/Graphics — Various ... NYT
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Uncle Art's Funland —Art Nugent ... UFS
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Uncommon Quotations —Gary Christiansen ... DBI
Under Twenty —Kurt Lassen ... CF
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Virginia Payette —Virginia Payette ... UFS
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Voice Of Broadway —Jack O'Brian ... KFS
VIP Medical Grapevine —Ruth Nathan Anderson ... VMG

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Washington Merry-Go-Round —Jack Anderson ... UFS
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Washington Welter —Jesse H. Merrell ... MER
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Watch This Space —Judy Hill ... UPS
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We Remember —Naida Dickson ... DBI
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Week Ahead Horoscope —Florence Cotter ... CSP
Weekend Chuckle —Beulah Collins ... LAT
Weekly Horoscope —Salome ... MCN
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Welcome To Tomorrow —Jack Catran ... SFS
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What Would You Do? —Michelle McGarrett ... RBI
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What's New In Medicine —F.A.C.P. Chotkowski, L. A., MD. ... WNM
What's New In Sports —Ray Allen ... AMF
What's On Television — Staff ... UPI
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Why Grow Old? —Josephine Lowman ... RTS
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Wonderful World Of Animals —Frank Miller, D.V.M. ..... CHR
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Word Watch —Howard Dana Shaw ..... FET
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Wordplay —Walter Frehm ..... KFS
Words & Meanings —Dot Coates ..... SM
Words Words Words —Michael Gartner ..... RTS
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World Of Books —Miskrit Takoda ..... RBI
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World Of Stamps —Gustav Detjen, Jr. ..... DET
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Worldview Magazine ..... FET
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You in the Church, The Church in You —Jean Lindsay ..... WIL
You And Your Money —Judith Rhoades ..... CNS
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You Can Fix It —Walt Trag ..... SCI
You Know It's Gonna Be A Blue Day When: — Anonymous ..... NFS
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You, Your Child, And Entertainment—David Nydick ..... DAN
You, Your Child, And Sports—David Nydick ..... DAN
You, Your Child, And School —David Nydick ..... DAN
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You're In Trouble When—Nick Frising ..... AFS
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You're The Detective —Righetti ..... SCI
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Zumwalt/Bagley Report—Adm. E.R. Zumwalt, Jr. & Adm. Worth H. Bagley LAT

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Anderson, Nancy —Hollywood Headliners ..... CNS
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Aspinwall, Ralph —Masquerade ..... DBI
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Berger, Myron —State Of The Art: Computers & Electronics ....TCS
Bergesen, Catherine —Taking Off ....GNC
Berke, Dr. Melvyn & Joanne Grant —On Marriage And Divorce ....RTS
Berkrstein, Paul —Look And Feel Your Best ....RBI
Berman/Saif/Armstrong/Barton/Ohanian —Graphic Impressions ....FNS
Berrill, Jack —Gil Thorp ....TCS
Berry, Jim —Berry's World ....NEA
Berry, Joy Wilt —Welcome To The Human Race ....CNS
Berthel/Simonsen —Junior Editors ....APN
Bess, Gordon —Redeye ....KFS
Besse, Gladys —Offbeat Diary ....NWS
Betancourt, Hal —Advertising Basics ....BET
Betancourt, Hal —Advertising Basics ....BET
Betzina, Sandra —Sew With Flair ....CHR
Beutel, Josh —Beutel Cartoons ....MIL
Billey, Frank —Boomerang ....AFS
Birmingham, Lloyd —Fix-It Shop ....MCN
Birnbaum, Stephen —Birnbaum ....TCS
Bishop, Gerry —House Plans ....UFS
Bishop, Gerry —House Plans ....NEA
Bishop, Jim —Jim Bishop Reporter ....KFS
Bison, Randy —Stacy ....DBI
Bittle, Jerry —Geech ....UPS
Blackwell, Mr. —Fashion ....BHB
Blaine —Blaine Cartoons ....MIL
Blake, Bud —Tiger ....KFS
Blaker, Ph. D, Karen —Ask Dr. Blaker ....NEA
Blanchet, Michael —How To Beat The Video Games ....TCS
Blauvelt, Lea —Stamping Around The World ....CNS
Blazer, Don —Of Course, A Horse ....CNS
Blinn, Johna—Celebrity Cookbook ....LAT
Block, Herbert L. —Herblock ....NNS
Bloomingdale, Teresa —Up A Family Tree ....DDS
Blue, Anthony Dias —Notes From The Wine Country ....CHR
Blum, M.D., Jon N. —Skintalk ....SKT
Blumberg, Joel —Entertainment Trivia ....SRS
Blumberg, Joel —Reel To Reel ....SRS
Blummer, Richard —Computer Age, The ....ASC
Blyth, Jeffrey —Dateline America ....ITP
Blyth, Jeffrey —New To Use ....ITP
Blyth, Jeffrey —Dateline New York ....ITP
Blyth, Jeffrey —Free For All ....ITP
Bodeau, Vivienne —Senior Update ....SF
Bollen, Roger —Animal Crackers ....TCS
Bollen, Roger & Gary Peterman —Catfish ....TCS
Boltinoff, Henry —Stoker The Broker ....MCN
Boltinoff, Henry & James Burnett —Nubbin ....KFS
Bombeck, Erma —At Wit's End ....FNS
Bond, Julian —Julian Bond ....NEA
Bond, L. Sue —Love Vibrations ....TSI
Bondy, Susan —Bondy On Money ....MCN
Boody, Shirley Bright —Eat Yourself Slim ....CNS
Boone, Gray —Gray Boone On Antiques ....BNE
Boone, Gray —On Antiques ....UFS
Booth, George & John Peers and Gordon Bennett—
One Thousand And One Logical Laws ....DDS
Borgman, Jim —Jim Borgman Political Cartoons ....KFS
Borgstedt, Doug and Jean —The Pet Set ....BOR
Borth, Frank —There Oughta Be A Law ....UFS
Bosch, Patricia & Dorothy Richey —Today's Woman In Today's World RBI
Bosch, Patricia & Gussie Miller —Fun In The Kitchen ....RBI
Bosco, Antoinette —Bottom Line, The ....NCF
Bosker, M.D., Gideon —On The Pulse ....UPS
Bothwell, Angela and Frank —Camping Family Style ....SF
Bottel, Helen —Helen Bottel Generation Rap ....NFS
Bouchard, Lucille —Beauty Is ....BOU
Bowen, Charles & Barbara Jones —Beautiful ....AFS
Bowie, D. & N. Dickson —Blue Plate Special ....DBI
Bowie, Bob —Food Fun ....DBI
Bowie, Bob —Blue Plate Special ....DBI
Bowman, Bob —Flashback On Canada ....CWF
Boyd, Brendan —Investors Notebook ....UPS
Boyd, L. M. —L. M. Boyd Column ....CRO
Boyd, R. David —National Cartoon ....MOR
Boyd, R. David —Sovereign State Of Affairs ....MOR
Boyd, R. David —Apple Pie ....MOR
Boyd, Waldo T. —Science In The Service Of Man ....FET
Braden, Tom —Tom Braden Report ....LAT
Bradford —Cookin Good ....SAW
Bradley, Marvin & Dr. N.P. Dallis —Rex Morgan, MD ....FNS
Bradshaw, John —Gardening ....CWF
Brady, James —Eavesdropping ....LAT
Brady, Pat —Graves, Inc. ....RTS
Bramer, Betsy —Globe Trotting Travel ....MCF
Bramson, Robert & Allen Harrison —Styles Of Thinking ....DDS
Brand, Chas. J. —Entertainment Whirl ....BAS
Brandon, Jr., Brumsic —Luther ....LAT
Branst, Lee —On The Rocks ....DBI
Brass, Barbara —Creative Crafts ....CF
Breathed, Berke —Bloom County Comic Strip ....WPW
Breisacher, George or Al Smith —Mutt And Jeff ....FNS
Bremigan, Nick —It's Official ....SNS
Brennan, John —Your Prescriptions ....LAT
Breslin, Jimmy —Jimmy Breslin ....TCS
Brett, Carl —Bridge ....GIN
Brickfield, Cy —Prime Time ....ARP
Brickman, Morrie —Small Society, The ....KFS
Bridges, Herb —Show Biz ....MOR
Bright-See and Hope —Nutrition Matters ....TSS
Bright, Sally —Our Lively Language ....OLL
Broder, David S. —David Broder Column ....WPW
Brody, Jane —Personal Health ....NYT-NS
Brookes, Warren —The Economy In Mind ....HFS
Brookins/Gorrell/Keefe/Palmer/Judge/Kelley/Trover/Menees —
The Best And The Wittiest ....FNS
Brooks, Alice —Needlecraft Pattern Features ....KFS
Brothers, Dr. Joyce —Ask Dr. Brothers ....KFS
Broudhecker, John —Zingers ....AFS
Brown, Bob —Science For You ....LAT
Brown, David —Today's World ....KFS
Brown, Murray J. —Travel ....UPI
Brown, Ph.D., William D. —Families Under Stress ....FUS
Brown, Rusty —Rusty Brown Column ....NEA
Browne, Dik —Hagar The Horrible ....KFS
Browne, Dik & Mort Walker —Hi & Lois ....KFS
Bruce, Lee —Dudes, The ....DBI
Bruce, Lee —Packy ....DBI
Bruce, Leonard —Going Down ....JOS
Bruce, Leonard —Tribble Dribbles ....JOS
Bruce, Leonard & Larry Sturgis —Legal Limits ....JOS
Bruss, Robert —Real Estate Service ....TCS
Bryant, G. & G. Hall —Bryant/Hall Travel ....TSS
Bubec —Editorial Caricatures ....RCC
Buchanan, Patrick —The Dividing Line ....TCS
Bucholz, Rus —UnSportsman, The ....DBI
Buchwald, Art —Art Buchwald Column ....LAT
Buckley, William F. —On The Right ....UPS
Bumberg, J. G. —Broadside, The ....GNB
Bumberg, J. G. —News Service ....GNB
Burcesh, Joe —Classified Comic's ....DBI
Buresch, Joe E. —Dinah Mite ....DBI
Buresch, Joe E. —Outdoor Mini-Tips ....BJE
Buresch, Joe E.—Fletcher The 4-H'r ....BJE
Buresch, Joe E. —Kids, The ....BJE
Burke, James Wakefield —Wakefield ....JOS
Burkhardt and Bennet —Jellybean ....AFS
Burnell, Sue —Dress Patterns ....NEA
Burness, Tad —Auto Album ....FNS
Burnett, James & Henry Boltinoff —Nubbin ....KFS
Burnett, Sue —Pattern Service, Dress ....UFS
Burns, Scott —Scott Burns Financial Column, The ....RTS
Burroughs, Edgar Rice —Tarzan ....UFS
Burtoff, Barbara —Coping ....BBS
Burtoff, Barbara —Matters of Taste ....BBS
Bushmiller, Ernie —Nancy ....UFS
Button, Ford —Button's Bunch ....DBI
Byrne, Robert —Chess ....NYT

C

Cabot, Anne —Pattern Service, Needle ....UFS
Cabot, Anne —Needlework ....NEA
Cadwallader, Sharon —Naturally ....CHR
Caen, Herb —It's News To Me ....CHR
Cahill, M. J. —People In The News ....TFS
Cahill, M. J. —Beauty Page ....TFS
Callahan, George —By George ....DBI
Callejas, Miguel —Tholang In Early Day ....DBI
Cammarota, Aldo —Desde U.S.A. Con Humor ....UPIFD
Camp, Dalton —Dalton Camp ....CWF
Camp, Joe —Benji ....NYT
Campbell, Don G. —About Real Estate ....RTS
Caniff, Milton —Steve Canyon ....KFS
Caniff, Milton —Steve Canyon ....FNS
Cannon, Thurlow O. —Nostalgia Notes ....CAN
Cantone, Vic —Editorial Caricatures ....RCC
Capozz, Dan —Padre ....DBI
Carberry, Mary Margaret —Nine To Five Woman ....CAB
Carell, Al —Super Handyman ....KFS
Carlinsky, Dan —Trivia Quiz ....CAR
Carlinsky, Dan —It's On The Tip Of My Tongue ....CAR
Carlinsky, Dan —Various ....CAR
Carlton, Natalie —Trivia ....SCI
Carpenter, Steve & Ed Wallerstein —Ribbons ....KFS
Carreno, Richard D. —Suit Yourself ....WCH
Carroll, Les & Tom McCormick —Our Boarding House ....NEA
Cartnal, Alan —Entertainment ....BHB
Cartwright, Chas. —Church Chuckles ....SM
Caruba, Alan —Bookviews ....CBO
Caruba, Alan —Pest Control Hotline ....CBO
Caruba, Alan —Fun Places ....CBO
Caruba, Alan —The Jewish Future ....CBO
Caruba, Rebecca —Gourmet's Notebook ....CBO
Caruso, Chef —Food ....BHB
Casall, Kim Grove —Love Is ....LAT
Casey, W. Wilson —TV Teasers ....CNS
Cassandra, Lady —Starry-Pets ....AST
Cassandra, Lady —Pet Articles ....AST
Catran, Jack —Welcome To Tomorrow ....SFS
Cavalli, Dick —Norbert ....UFS
Cavalli, Dick —Winthrop ....NEA
Caviness, B and L —Claude Hopper ....DBI
Celardo, John & Edwin Granberry —Buz Sawyer ....KFS
Chamberlain, John —These Days ....KFS
Chandler, Chuck —Chuck Chandler's Best Bets ....MCN
Chapman, Stephen —Stephen Chapman ....TCS
Charter, SPR —SPR Charter ....FET
Chase, William and Helen —Chases' Calendar ....LAT
Cheran, Jason J. —Black Baseball Quiz ....LER
Chorao, Kay & Robin Robinson —Robin's World ....PRI
Chotkowski, L. A., MD., F.A.C.P. —What's New In Medicine ....WNM
Christensen, Bente —TV Commentary ....EDC
Christiansen, Gary —Uncommon Quotations ....DBI
Christy, Marian —Marian Christy's Lifestyles ....LAT
Churchill, Reba and Bonnie —Youth Parade ....CAI
Churchill, Reba and Bonnie —Reba and Bonnie Churchill Reporting CAI
Claiborne, Craig —Food ....NYT-NS
Claire, Aileen —Food For Americans ....NEA
Clark, Carol Lea —It's Not Easy ....DBI
Clark, Frank —Country Parson, The ....RTS
Clark, Frank —Country Parson ....SM
Clifford, William —Wine On The Table ....WCC
Clifford, William —Parenting ....WCC
Cliff, John —City Editor's Tip Service ....LAT
Coan, Nonnoe —Small Fry Diary ....COA
Coates, Dot —Words & Meanings ....SM
Cobb, Ron —Editorial Cartoons ....SAW
Coffin, Douglas —Fletcher's Landing ....NEA
Coffman, Ramon —Uncle Ray's Column ....FNS
Cohan, John Alan —Visions: U.S.A. ....VIS
Cohen, Haskell —Jews In Sports ....JTA
Cohen, Richard —Richard Cohen Column ....WPW
Colby, Chris —Inside TV ....MCN
Cole, K.C. —Between The Lines ....DDS
Coleman, Dr. Lester —Speaking of Your Health ....KFS
Coleman, Lucien —Things That Matter ....DBI
Colletta/Kupperberg/Tuska —Superheroes ....TCS
Collins/Fletcher/Gould —Dick Tracy ....TCS
Collins, Beulah —Golden Years/Senior Forum ....LAT
Collins, Beulah —Today's Chuckle ....LAT
Collins, Beulah —Weekend Chuckle ....LAT
Collins, Tom —Tom Collins Column ....LAT
Comer, Dr. James & Dr. Alvin Poussaint —Getting Along ....UFS
Confer, Holt —Through The Lens ....CNS
Conrad, Paul —Paul Conrad Cartoon ....LAT
Conwell, John—Mirror Of Your Mind ....KFS
Cooley, Don—After Forty Medical Health Column, The
(From Better Homes & Gardens) ....RTS
Cooper, Mary Ann—Speaking Of Soaps ....SOS
Cooper, Nina —Crossword Puzzle ....APN
Cooper, Paulette —Travel Tips ....NAT
Copulos, Milton —Energy Perspectives ....HFS
Cordray, Bob —Alex In Wonderland ....CNS
Corey, Ben —Let's Make ....HAR
Corey, Ben —Teen Scene ....HAR
Corradeno, Philomena —Nutrition Cookbook ....KFS
Corwen, Leonard —Your Job/Your Career ....DBI
Cosmus —Happy Happy ....OPS
Cotter, Florence —Week Ahead Horoscope ....CSP
Cowan —Keeping You In Stitches ....SCI
Cowan, Sally —Fashion & Fabrics ....MCN
Crane, Dr. Geo. W. —Worry Clinic ....HPS
Crane, Dr. Geo. W. —Dr. Crane's Quiz ....HPS
Crawford, Mel & Gerald Dumas —Rafferty ....KFS
Creed, George E. —It's Your Landscape ....FNS
Crenshaw, George —Belvedere ....FNS
Criswell —Criswell Predicts ....MCN
Cromlay, Ray —The Cromlay Column ....UPIFD
Cronin, Sylvia —Consumer Conscious ....CFS
Cronin, Sylvia —CIA (Consumer Information Advisor) ....CFS
Cronin, Sylvia —Consumer Travel Trends ....CFS
Cronin, Sylvia —Tip Off.The Rip Off ....CFS
Cronin, Sylvia —Travel Trends ....CFS
Crooks, Bill & Mick LaSale —Captain Easy ....NEA
Crosby, Joan —TV Parade ....SF
Crosby, Joan & Dick Kleiner —TV Scout ....UFS
Crowley, B. J. —Crowley's Horoscope ....EDC
Crump, Joe —Low Down From The Congressional Record ....CRU
Crymes, Mary Furey —Jolly Green Thumb ....SF
Currie, Glenne —Theater World ....UPI
Currier, Chet —Sunday Crossword ....APN
Curtis, P. & John Austin —My Life With Raquel Welch ....HIS
Curtis, Robert Edward —Scene, The ....GSM
Curtis, Tom —Curtis Cartoons ....HFS
Cutter, Bob —Steering Column, The ....HAM
Cuttone, Charles —Football Focus ....SRS
Cuttone, Charles —Soccer Kickers ....SRS
Cuttone, Charles —Cuttone's Concepts ....SRS

D

D'imperio, Dan —Flea Market Finds ....CRO
Dale, Fred —Canadian Gardening ....TSS
Dallis, Dr. N.P. —Judge Parker ....FNS
Dallis, Dr. N.P. & Marvin Bradley —Rex Morgan, MD ....FNS
Dalton, John —On Sports ....SF

Dana, Bob —Tips On Tables ..... NEW
Dana, Bob —Bob Dana On Wine ..... NEW
Danby, George —Political Cartoons ..... MCN
Dangaard, Colin —Celebrity In-depth ..... INF
Darcy, Thomas —Darcy ..... KFS
Davis, Flora —Living Alive ..... DDS
Davis, Jim —Garfield ..... UFS
Davis, Norman M., MLG —Coin Box, The ..... NMD
Day, Lawrence —Canadian Chess ..... TSS
De Cesare, Angelo —Katzenjammer Kids ..... KFS
De Groot, Roy Andries —One Great Dish ..... TCS
De Rosa, B.A. —Las Siete Diferencias ..... UPIFD
De Santis, Florence —Fashion ..... NEA
De Sousa, M. —Pelezinho ..... UPIFD
De Toledano, Ralph —Ralph de Toledano Column ..... CNS
Dear, Cyrene —Washington Siren ..... DPR
Debnam, Betty —Mini Page, The ..... UPS
Dee, Diana —Your Lucky Stars ..... DBI
Dee, Ted —Minute Mechanic ..... HAR
Deeb, Gary —Gary Deeb TV ..... FNS
Degher, Denis —Rock News ..... RPT
Degher, Denis —Sound Sense ..... RPT
Degher, Denis —Rock-Pop ..... RPT
Degher, Denis —Rock Trivia ..... RPT
Deitz, Susan —Single File ..... LAT
Delaplane, Stan —Around The World ..... CHR
Demson, Edward —Legal Way ..... CNS
Denton, Patrick —Backyard Gardener ..... CNS
Detjen, Jr., G. —Philatelic Journalist ..... DET
Detjen, Jr., G. —Fireside Chats ..... DET
Detjen, Jr., G. —Japos ..... DET
Detjen, Jr., Gustav —World Of Stamps ..... DET
DeOre, Bill —Bill Deore ..... NYT
DeSatla, Agnes —Crossword ..... MOR
Diamond, Nina —On The Lighter Side ..... DIA
Dick, Cappy —Cappy Dick ..... FNS
Dick, Cappy —Young Hobby Club ..... FNS
Dickenson, Fred & John Prentice —Rip Kirby ..... KFS
Dickinson, Terence —Popular Astronomy ..... DIT
Dickinson, Terence —The Sky This Month ..... DIT
Dickson, Donald —Alcoholic At Large ..... PHS
Dickson, N. & B. Bowie —Blue Plate Special ..... DBI
Dickson, Naida —SportSearch ..... DBI
Dickson, Naida —Kids' Krossword ..... DBI
Dickson, Naida —We Remember ..... DBI
Dickson, Naida —Zany Crossword ..... DBI
Dickson, Naida —Croscramble ..... DBI
Dickson, Naida —TV Puzzle ..... DBI
Dickson, Naida —Bonus-Word Puzzle ..... DBI
Dickson, Naida —Kidfun Page ..... DBI
Diehl, Andrea —Picks ..... NNB
Dietzen, Father John —Question Corner ..... NCF
Dillon, T. E. —Gray Dispatch, The ..... DBI
Disney, Walt—Christmas Strip ..... KFS
Disney, Walt—Donald Duck ..... KFS
Disney, Walt —Winnie The Pooh ..... KFS
Disney, Walt —Scamp ..... KFS
Disney, Walt —Disney Classics ..... KFS
Divito, Horacio J.C.L. —Dr. Merengue ..... UPIFD
Divito, Horacio J.C.L. —Desfile del BuenoHumor ..... UPIFD
Dixon, Jeane —Your Horoscope ..... LAT
Dixon, Jeane —Jeane Dixon's Predictions ..... LAT
DiPreta, Tony —Joe Palooka ..... MCN
DiVono/Harris —Star Trek ..... LAT
DiVono/Matera —Bruce Lee ..... LAT
Dobal, Felipe A. —El Detalle Que Tfaltaba ..... UPIFD
Dobal, Felipe A. —Dramas Clasificados ..... UPIFD
Dobal, Felipe A. —De La Cronica Diaria ..... UPIFD
Dodd, Ed —Mark Trail's Outdoor Tips ..... FNS
Dodd, Ed & Jack Elrod —Mark Trail ..... FNS
Dodge, Fred —Sixty-Second Sermon ..... MM
Dodge, Fred —Didjano? ..... MM
Dodge, Fred —Candle & Mirror ..... MM
Dodge, Fred —Monthly Mention ..... MM
Dolan, Ann Frances —Save Time & Money ..... SF
Donahue, Michael —Your Own Business ..... EIN
Donato, Andy —Andy Donato ..... CWF
Donoghue, William —Donoghue's Money Fund Report ..... TCS
Donohue, M.D., Paul G. —To Your Good Health ..... FNS
Dorfman, Dan —Dan Dorfman ..... TCS
Dorsey, Jasper —Jasper Dorsey ..... MOR
Dorsey, Jasper —Jasper Dorsey Column ..... MOR
Douglas, Mrs. —Cookin' Good ..... MCN
Douglass, Dr. Eliska —Sunday School Lesson ..... CF
Douglass, Dr. Eliska —Strength For The Day ..... CF
Dowd, Merle E. —Managing Your Money ..... DOW
Downs, Tim —Downstown ..... UPS
Doyle, Pat —Pat Doyle ..... CWF
Doyle, William —Investor's Guide ..... KFS
Drake, Frances —Your Individual Horoscope ..... KFS
Drake, Stan —Heart of Juliet Jones ..... KFS
Duff, Susan —Calorie Countdown ..... MCN
Duman, Jill —Senior Side ..... CAP
Dumas, Gerald & Mel Crawford —Rafferty ..... KFS
Dumas, Jerry —Sam & Silo ..... KFS
Dunagin, Ralph —Dunagin's People ..... FNS
Duncan —Editorial Caricatures ..... RCC
Dunford, Gary —Dunford ..... CWF
Dunkel, Dick —Dick Dunkel's College Basketball Index ..... DSR
Dunkel, Dick —Dick Dunkel's College Football Index ..... DSR
Dunn, Bob & Al Scaduto —They'll Do It Everytime ..... KFS
Dunn, Bob & Hy Eisman —Little Iodine ..... KFS
Dunnell, Milt —Canadian Sport ..... TSS
Durck, Charles —Joe Heavy ..... JOS
Durkee, King —Strictly Classical ..... CNS
Durkin, Mary S. —Nature's Kitchen ..... UFS
Durslag, Mel —Durslag Sports Column ..... KFS
DuBroff, Sidney —Weekly Short Story ..... GPL
DuBroff, Sidney —Walking Around With Sidney DuBroff ..... GPL
DuBroff, Sidney —A Letter Of Fact & Analysis ..... GPL
DuBroff, Sidney —Here And There With Rod And Gun ..... GPL
Dvorak, John C. —Small Business Tips ..... TAG
Dvorak, John C. —Personal Computing ..... TAG

E

Eastman, Daniel —Beauty ..... BHB
Eastman, Dave —Carmichael ..... LAT
Ecksl, Nerb —Sports Trivia ..... SRS
Ecksl, Nerb —Baseball Bits ..... SRS
Eckstein, Benjamin Leo —Superstats ..... TCS
Edelman, Andy —En Route ..... NNB
Edman, Louis S. —Lou Edman Describes ..... EDM
Edwards, Allen —Beauty ..... BHB
Edwards, Frank —Edwards Cartoons ..... MIL
Edwards, Homer F. —Music On Record ..... LNI
Edwards, Ted —Footlights & Klieglights ..... IMS
Eichorn, George —Hockey In The Air ..... LNI
Einhorn, Ira —Books ..... NNB
Eisinger, Larry —Home Workshop File ..... TCS
Eisinger, Larry —Energy Savers ..... TCS
Eisman, Hy & Bob Dunn —Little Iodine ..... KFS
Elderman, Roy —Elderman Cartoons ..... MCF
Eliot, Marc —American Television ..... DDS
Ellingson, Steve —Workshop ..... UB
Ellis, Merle —Butcher, The ..... CHR
Elmore, D.V.M., R. G. —Points On Pets ..... CNS
Elrod, Jack —Ryatts, The ..... FNS
Elrod, Jack & Ed Dodd —Mark Trail ..... FNS
Elterman, Brad —You Saw It Here First! ..... CFI
Elum, Chick —Scrambl' ..... SLG
Elum, Chick —Watch Word ..... SLG
Emery, Stewart —Owner's Manual For Your Life ..... DDS
Engel, Gertrude —Trudy Engel In Washington, D.C. ..... LNI
Englehart, Bob —Bob Englehart Cartoon ..... LAT
Engleman —How Many? ..... SCI
Engleman and Trag —Juvenile Picture Crosswords ..... SCI
Engleman, E. —Puzzles Just For You (JUV.) ..... SCI
Engleman, E. —Dot-To-Dot ..... SCI
Enik, Ted, Jack Anderson & Mort Gerberg —Capital Hills ..... UFS
Eppy, Samuel —Aesops Fables Retold By Samuel Eppy ..... OPS
Ernst, Ken & Allen & John Saunders —Mary Worth ..... FNS
Erskine, Jim —Crocker ..... CSP
Estes, James —Sonny Pew ..... SNS
Ettenson (Editor), Herb —New York News Crossword ..... TCS
Ettenson (Editor), Herb—The Sunday Crossword ..... TCS
Ettenson (Editor), Herb—The Daily Crossword ..... TCS
Evans, George—Secret Agent Corrigan ..... KFS
Evans, Larry —Evans On Chess ..... CHE
Evans, M. Stanton —M. Stanton Evans Column ..... LAT
Evans, Rowland & Robert Novak —Inside Report ..... FNS

F

Fabun, Don —Things To Come ..... FET
Fagan, Kevin —Drabble ..... UFS
Falah, Ruben —No Esta De Mas Saber ..... UPIFD
Falk, Lee & Fred Fredricks —Mandrake The Magician ..... KFS
Falk, Lee & Sy Barry —Phantom, The ..... KFS
Fanning, Odom —Help-Mate ..... FAN
Faries, David —Soccer Pro Tips ..... FAR
Faries, David —Concise Book Reviews ..... FAR
Farkas, E. —Self Defense For Women ..... OPS
Farmer, Eunice —Sew Simple ..... RTS
Farrar, Margaret —Los Angeles Times Crossword Puzzle ..... LAT
Fass, Don —Getting-It-Together ..... GNC
Fass, Don —Journeys ..... GNC
Feiffer, Jules —Feiffer ..... UPS
Fellows, Pat —Your Money ..... TSS
Felsher, Dr. Murray —Federal Science Subscription Service ..... DPR
Fenten, D. X. —Computer Bits ..... RTS
Ferguson, Bob —Do You Know Who I Am ..... DBI
Ferguson, David —Creative Space ..... TSS
Fernman, Jeffrey —Money Lists, The ..... DDS
Feulner, Edwin —Heritage News Forum ..... HFS
Fiarotta, Phyllis —Leisure Craftsman ..... KFS
Fink, Joyce —Just Plead Insanity ..... FIN
Finletter, June —Star Interviews ..... SCI
Fischler, Stan —Inside Sports ..... TSS
Fisher(Editor), Ed —Toppix ..... TCS
Fisher, Douglas —Douglas Fisher ..... CWF
Fisher, Polly —Polly's Pointers ..... NEA
Fitch, Jack —Ringaround Word Game ..... OPS
Flander, Judy —TV Tonight ..... NYT
Flattau, Ed —Our Environment ..... ART
Fleming, Anne Taylor —Anne Taylor Fleming ..... KFS
Fleming, Victoria —Refunding $ And Sense ..... MCN
Flesher, Vivienne —Cartoon ..... INX
Fletcher/Collins/Gould —Dick Tracy ..... TCS
Fletcher, Frank & Frank Johnson —Bringing Up Father ..... KFS
Foladori, Ed G. —Gumersindo ..... UPIFD
Foladori, Ed G. —Divulguelo ..... UPIFD
Foley, A. —Crosswords ..... SCI
Foley, B. —Airhawk Adventure ..... SCI
Folger, Franklin —Girls, The ..... FNS
Ford, G. —Wine And Liquor Uncomplicator (Facts) ..... OPS
Ford, John —Boating The Snake River ..... WWN
Forman, Tom & Don Templeton —Motley's Crew ..... TCS
Forman, Tom & Don Templeton —Prime Time ..... TCS
Forman, Tom & Don Templeton —The Sporting Life ..... TCS
Fortkamp, Frank —Education By Choice ..... SWD
Fortuna, Michael & Jackie Spears —Penny Thoughts ..... AFS
Fowler, Michael Bune —Commodities: A Personal View ..... FMD
Fox, Dr. Michael —Animal Doctor ..... UFS
Fox, Gill —Side Glances ..... SF
Fox, Rabbi Sam —Jewish Quiz Box ..... JTA
Fradon, Ramona & Bale Messick —Brenda Starr ..... TCS
Frank, Phil —Travels With Farley ..... FNS
Frank, Phil —Miles To Go ..... FNS
Fray, Brian —Le Grand Chef Pierre ..... TCS
Fredricks, Fred & Lee Falk —Mandrake The Magician ..... KFS
Freedman, Richard —Film Column ..... NHN
Freeman, Don —Point of View ..... CNS
Frehm, Walter —Wordplay ..... KFS
Frehm, Walter —Ripley's Believe It Or Not ..... KFS
Friedlander, Paul J. C. —Traveler's World, The ..... TTW
Frising, Nick —Murphy's Law ..... AFS
Frising, Nick —Brass Tacks ..... AFS
Frising, Nick —It's For You ..... AFS
Frising, Nick —You're In Trouble When ..... AFS
Fritchie, Pete —Comment On Sports ..... EDC
Frye, Eldon —Puttern' Pete ..... CNS
Frye, William R. —Diplomatic Pouch ..... FRY
Frye, William R. —World In Focus ..... FRY
Frye, William R. —Footloose With Frye ..... FRY
Fuller, June —Coupon Clipper ..... UFS
Fulton, Margret —Fortune Seller ..... SCI
Fung, Jr., Paul —Jest For Laughs ..... SM
Furgurson, Ernest B. —By No Means Neutral ..... LAT
Futterman, I. —Interviews ..... AST

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Linkert, L. —Peter Panic ..... SCI
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Lord, Shirley —Shirley Lord ..... FNS
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MacIntash, Craig —Boot ..... CRO
MacKenzie, Ross —Ross MacKenzie ..... TCS
MacNelly, Jeff —Shoe ..... TCS
MacNelly, Jeff —MacNelly ..... TCS
MacQueen, Kate —Common Cents ..... CHR
Maddox, Gaynor —Nutrition ..... NEA
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Maddox, J. —Zanies Cartoons ..... SCI
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Magus, Merve —Hockey Days ..... DBI
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Maiman, Rick & Rita C. Allen —Education In New York ..... PAN
Maiman, Rick & Rita C. Allen —Special Ed ..... PAN
Malec, Paul & Various —Photo Service ..... IMS
Maleska (Editor), Eugene T. —Daily & Sunday Crossword Puzzles ..... NYT
Malino, Emily —Design For People ..... UFS
Mancuso, Rich —Hoop Scoop ..... SRS
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Mann, Horst —Mann About Town ..... UNI
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Marcus, Jerry —Trudy ..... NFS
Margolius, Esther —How To Buy ..... PAI
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Marshall, Chester Allen —Test Your Horse Sense ..... TCS
Marshall, Jan —Behind The Tube ..... RBI
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Martin —Photoday ..... SAW
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Martin, Joe —Willy 'n Ethel ..... FNS
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Marx, Gilda —Beauty ..... BHB
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McGrory, Mary—Mary McGrory ..... UPS
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McKeever, Rev. Joe —Pews ..... CNS
McLellan, Diana —Ear, The ..... UPS
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Miller, D.V.M., Frank —Wonderful World Of Animals ..... CHR
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Ranovic, Al —Sport Spots ..... DBI
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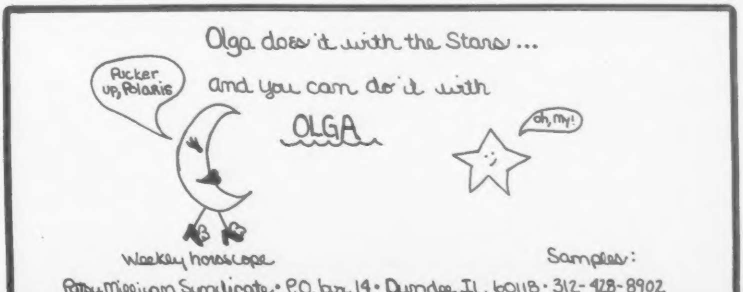

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4—AUTOMOTIVE

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Finds — 1tw -var - mail -Julia Samuels ..... NNB
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6—BOOKS

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Making It — occ -var - man -Jon M. Taylor ..... TAJ
Mighty Mixtures — 1tw -750/var - orp -Gary Stevens ..... SAG
More For Your Money Fillers — m -2000 - man /mail -Mike LeFan LEF
Mystery Forum — 1tw -650 - man /mail -Bob Myers ..... FET
Newsfeature — 7tw -800 - wire/DF - Various ..... REU
Paperback Guide — 1tw -hpt/650 - mail/DF /orp -Martin Levin ..... APN
Rated G — occ -800/var - man /id /orp -Lucinda ..... NPS
Readergrabbers — occ -var - C12 /DF /DNS /mail - ..... UPS
Resources For Today — occ -var - man -Jon M. Taylor ..... TAJ
Reviewer, The — 1tw -350/500 - orp - Various ..... IMS
Scene, The — 1tw -500 - man -Robert Edward Curtis ..... GSM
Sid Ascher's World — 1tw -750 - man /mail -Sid Ascher ..... ASC
Specialty Books—Review & Commentary — 2tw -1000 - orp /man /mail -John D. Paulus ..... MCF
Traveling — 1tw -500 - man -Bob and Sandy Nesoff ..... GSM
World Of Books — 1tw /cont -var - orp /man /igp /mail - Miskrit Takoda ..... RBI
Zane Gray's Best Stories & Books — 1tw -ps/bl - orp - ..... OPS

7—BUSINESS: Economics and Financial

A Fool & His Money — 1tw -800 - C12 /wire -Nicholas Von Hoffman KFS
About Real Estate — 1tw -550 - mail/C12 /DF /DNS - Don G. Campbell ..... RTS
Advertising Basics — m -1000 - man -Hal Betancourt ..... BET
Advertising Basics — 2tw -600 - man -Hal Betancourt ..... BET
Advice To The Working Woman — 1tw -650 - mail/man/wire -Sam Ion CWF
Alice Widener Column — 3tw -var - mail -Alice Widener ..... USA
AMEX/NYSE Index (Weekly Chart) — S -var - orp /mail -Ricky D. Wood STO
Bondy On Money — 2tw -600 - mail/man -Susan Bondy ..... MCN
Business And The Stock Market — 1tw -600 - mim - Babson Staff PFB
Business Beat — 7tw -200/1000 - wire /DF - Various ..... REU
Business In Review — 1tw -var - wire/DNS - Staff ..... UPI
Business Outlook — 2tw -var - mail -J.A. Livingston ..... FNS
Business Shortcuts & Survival Tips — m -sph - man /mail - The ICS Group IBIS
Business Today — 5tw -var - wire/DNS - Staff ..... UPI
Business Wire Newsletter — m -1500/8 1/2 x 11" - mail -Lorry I. Lokey BUS

Canadian Business — 5tw -400 - mail/wire -Jack McArthur ..... TSS
Canadian Features — 1tw -var - mail/orp - Various ..... CWF
Careers — 3tw -450 - man /C12 /ocra /p199/DF /DNS /mail - Joyce Lain Kennedy ..... SFI
Chicago Tribune Graphics Service — 1tw -var - orp - ..... TCS
Commodities — 1tw -500 - orp /wire -Les Weber ..... CWF
Commodities: A Personal View — 1tw -500 - man /mail -Michael Dune Fowler ..... FMD
Cut Your Own Taxes And Save — sea -var - orp /mail/C12 /p199/wire/DF /DNS - Sheilah Kast ..... NEA
Daily Investor — 5tw -600 - wire/DF /DNS /mail/man /orp /C12 /p199 - Colleen Sullivan ..... UFS
Daily Stock Market Chart Of The DJIA — 5tw -var - orp/mail -Ricky D. Wood ..... STO
Daily Stock Market Chart Of The NYSE Index — 5tw -var - orp/mail -Ricky D. Wood ..... STO
Dan Dorfman — 2tw -1000 - DF /DNS /KNT /C12 - Dan Dorfman ..... TCS
Donoghue's Money Fund Report — 1tw -600 - DF /DNS -William Donoghue ..... TCS
Duffy — 6tw /S -6tw/14x7 1/4"-S/hps/tps/pt/hpt/ps - orp /mail -Bruce Hammond ..... UPS
DJIA/NYSE Index (Weekly Chart) — S -var - orp/mail -Ricky D. Wood STO
Economic Analysis — 1tw -800 - wire -Leonard Silk ..... NYT-NS
Everybody's Business — 2tw -1000 - orp/man/mail -John Douglas Paulus ..... MCF
Farm Taxes — 1tw -750 - man -Mark E. Battersby CLI
Financial — 1tw -550/750 - orp /mail/DF /DNS - Various Authors ..... CNS
Financial Mini — 1tw -var - orp /mail - Various ..... CNS
Financial Times: News And Feature Service — 7tw -var - C12 /wire/DF /DNS /mail - Various ..... NYT
Garth Turner — 5tw -700/800 - wire/man /mail -Garth Turner ..... CWF
Global Business — 1tw -800 - mail - Various Authors ..... WPR
Good News/Bad News — 6tw -21x4" - orp -Henry Martin ..... TCS
Greer/Kandel Reports — 2tw -650 - DF /DNS /C12 -Philip Greer & Myron Kandel ..... TCS
How To Be A Better Manager — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Be More Creative — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Build Your Business — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Communicate With Success!—1tw-500-man- Dr. Whitt N. Schultz ..... KNF
How To Develop Your Potential — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Get A Better Job — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Improve Your Career — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Make Extra Money — 1tw -600/700 - C12/DF -Milton Rockmore ROC
How To Motivate Yourself — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Retire Successfully — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Sell By Mail — 1tw -500 - man -Dr. Whitt N. Schultz ..... KNF
How To Sell With Success — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Start, Build & Operate Your Own Mail Order Business — 1tw - 500 -man - Dr. Whitt N. Schultz ..... KNF
How To Use The Gold Mine Between Your Ears — 1tw -500 - man -Dr. Whitt N. Schultz ..... KNF
How To Win The Import Game — occ -spv - man/mail -Allan Siposs IBIS
How-To Business Articles — cont -var - man/mail -Arthur S. Green GRE
Inside Investor — 1tw -250 - mail -Mark Stevens ..... STE
Inside Labor — 5tw -750 - DF /DNS /C12 -Victor Riesel ..... FNS
Insurance For Consumers — 7tw -500 - orp -Dave Goodwin ..... GWN
Interlink Weekly Reports — 1tw -5000 - mail - Various ..... ILPS
International Development Press Review — 5tw -3000 - wire /DF - World newspapers ..... ILPS
International Traders Mailbag — m -sph - man/mail -Dave Harquail IBIS
Investor's Guide — 5tw -650 - orp /C12 /wire -William Doyle ..... KFS
Investors Notebook — 2tw -700 - C12 /mail/DF /d /DNS - Brendan Boyd ..... UPS
Knight News Wire — 7tw -var - wire - ..... TCS
Law and Order — 7tw /1tw -500/1000 - man -Martin J. Ross ..... LAW
Los Angeles Times-Washington Post News Service — 7tw - var -wire/DF /DNS - ..... LAT-WP
Louis Rukeyser — 1tw -600 - DF /DNS /man /mail - Louis Rukeyser ..... MCN
Metro Newsfeatures — cont -var - man /mail - ..... MET
Milton Moskowitz Column — 3tw -600 - man /C12 /DF /DNS - Milton Moskowitz ..... LAT

Mind Your Money — 3tw -800 - C12 /wire -Peter Weaver ..... KFS
Money Matters — 1tw -550/750 - orp /mail/DF /DNS - Don Bauder ..... CNS
Money Matters — 3tw -500 - orp -Dave Goodwin ..... GWN
Money Matters — 1tw -var - orp /d - Staff ..... LUI
Money Service, The (Excerpts From Money Magazine) — 1tw - 2500 -C12 /mail/DF /gp /DNS - ..... UPS
Money Smart — 1tw -350 - wire/mail/man -Marie Van Havere ..... CWF
Money Talks — 1tw -hpt - orp - Contributors ..... AMW
Money Watch — 3tw -500 - man /C12 /DF /DNS - Carol Mathews ..... LAT
My Success Story — 1tw -var - orp - Various Celebrities ..... SCI
Nine To Five Woman — 1tw -700/750 - man/mail -Mary Margaret Carberry ..... CAB
Personal Computing — 1tw -600 - ocra/orp -John C. Dvorak ..... TAG
Promising Patents And Products — 1tw -var - orp /d - Staff ..... LUI
Re:Sources — 1tw -1000 - igp /mail -Wilcock ..... SAW
Real Estate House Calls — 1tw -800 - man /mail -Edith Lank .... RHC
Scott Burns Financial Column, The — 3tw -550 - mail/C12 /DF /DNS - Scott Burns ..... RTS
Selling Short — 6tw -1c panel - orp /mail -Ken Ross & Don Raden UPS
Selling Your Photos — S -var - mail/d /gp -Rick Moran ..... PAN
Small Business — 1tw -500 - orp -Mark Watson ..... CRO
Small Business — 1tw -750 - p199/DF /mail -Mark Stevens ..... STE
Small Business Tax Management — m -var - man -Mark E. Battersby CLI
Small Business Tips — 1tw -600 - ocra/orp -John C. Dvorak ..... TAG
So You Want To Be In Business — 1tw -var - man -Steve Gralg & Joe Glickman ..... DBI
Specialty Books—Review & Commentary — 2tw -1000 - orp /man /mail -John D. Paulus ..... MCF
Stock Charts — 1tw /5tw /m -var - wire - ..... UPIN
Stock Of The Week (Electronic Evaluator) — 1tw -300 - mail - TCS
Successful Investing — 5tw -500 - man /C12 /DF /DNS /wire - David Sargent ..... LAT
Tax News — 1tw -var - man - Staff CLI
Tax Tips — 1tw -250 - mail -Mark Stevens ..... STE
Test Yourself — 1tw -ps - orp /d -J. Sherrod ..... SCI
The Economy In Mind — 1tw -750 - man /mail/ DF -Warren Brookes HFS
The Law Brief—7tw/1tw-500/1000-man-Martin J. Ross ..... LAW
The Law Clinic—7tw/1tw-500/1000-man-Martin J. Ross ..... LAW
The Los Angeles Times Board of Economists — 1tw -1000 - man /C12 /DF /DNS - ..... LAT
Things To Come — 1tw -750 - man /mail -Don Fabun ..... FET
U.S. News & World Report Text/Graphics — 1tw -var - C12 /igp /ing /wire/DF /DNS /mail - Various ..... NYT
Weekly Investor — 1tw -600 - wire/DF /DNS /mail - Colleen Sullivan ..... UFS
Women's Wear Daily & W Feature Package — 5tw -var - mail/igp - Staff FA
World Energy News — 1tw -4000/5000 - wire/DF - Various ..... ILPS

You And Your Money — 1tw -750 - orp /mail/DF /DNS - Judith Rhoades ..... CNS
Your Money — 5tw -500 - mail/wire -Pat Fellows ..... TSS
Your Money's Worth — 3tw -750 - C12 /mail/DF /DNS - Sylvia Porter ..... UPS
Your Own Business — 1tw -800 - man -Michael Donahue ..... EIN

8—CHILDREN'S FEATURES

According To Guinness (From The Guinness World Book of Records) — 6tw - 50 -C12 /DF /DNS /mail - ..... UPS
Aesops Fables Retold By Samuel Eppy — 1tw -ps - orp /d -Samuel Eppy ..... DPS
Ask Andy — 6tw -400 - DF /DNS /man /C12 - Ed Grade ..... LAT
Ask Aunt Madge — 7tw -var - man -Madge Saksena ..... ASK
Ask Shagg — 1tw -43x2 1/4" - orp -Peter Guren ..... GUR
Brainteasers — 1tw -ps - orp /d - Various ..... SCI
Canadian Features — 1tw -var - mail/orp - Various ..... CWF
Cappy Dick — S -hps/tps/pt/hpt/qph - orp -Cappy Dick ..... FRS
Celebrity Interviews — occ -400 - man /d - Various ..... PRI
Color The Drawing — 1tw -ps - orp -W. Trag ..... OPS
Color This — 1tw -6 3/4"x4"-8 1/4"x4 3/4" - orp -Kern Pederson SM
Creatures By Donna Jacobs — 1tw -60x8" - mail/wire/orp /d - Donna Jacobs ..... CWF
Dear Kidsday — 1tw -400 - man /d /wire /DF - Various ..... PRI
Designs In Nature — 1tw -ps - orp /d -W. Hearn ..... OPS
Did You Know — 1tw -2cx4" - orp -John Jarvis ..... CSP
Did You Know That — 1tw -hpv - orp /d -F. Treadgold ..... SCI
Dot-To-Dot — 1tw -ps - orp /d -E. Engleman ..... SCI
Dot-To-Dot Monster Puzzle — 1tw -ps - orp /d -W. Trag ..... SCI
Drawing Is Fun — 1tw -ps - orp /d -W. Trag ..... SCI
Fantastic Facts — 1tw -ps - orp /d -F. Treadgold ..... OPS
Find The Errors Puzzle — 1tw -ps - orp /d -F. Hayes ..... SCI
Finish The Picture Puzzle — 1tw -ps - orp /d -W. Trag ..... SCI
Flashback On Canada — 6tw -20x7" - mail/wire/orp -Bob Bowman CWF
Fun & Games Picture Puzzles — 1tw -ps - orp /d -W. Trag ..... SCI
Fun With Figures — 5tw -60/80 - man /mail/d /wire - J.A.H. Hunter ..... CWF
Hidden Pictures Puzzles — 1tw -ps - orp /d -Walt Trag ..... SCI
How Many? — 1tw -ps - orp /d -Engleman ..... SCI
It's A-Maze-Ing — 1tw -ps - orp -F. Treadgold ..... SCI
It's The Truth (Facts) — 1tw -hps - orp /d -Paul Swan ..... SCI
Johnny Wonder — 6tw /S -6tw/43x2"-S/tps/pt/hpt - orp /mail -Dick Roger ..... UFS
Junior Editors — 6tw -200 - mail/orp -Berthel/Simonsen ..... APN
Junior Jumble — S -21x6" bw or color - orp -Bob Lee & Henri Arnold TCS
"Junior Whirl — S -tps/hpt - orp -Hal Kaufman ..... KFS
Juvenile Picture Crosswords — 1tw -ps - orp /d -Trag and Engleman SCI

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Kid First — 1tw -13 1/4"x6 1/2" - igp /mail -Larry Zanco ..... DBI
Kidfun Page — 1tw -var - orp /mail -Naida Dickson ..... DBI
Kids In The Kitchen — 1tw -550 - man/mail -Susan Manlin Katzman KSM
Kids Only — 6tw -8 1/2x11" - igp /mail -Larry Zanco ..... DBI
Kids Only — 1tw -50x10" - orp /mail -M. Zanco ..... DBI
Kids Only Club — 6tw -250 - man /C12 /DF /DNS /id - Shari Lewis ..... LAT
Kids' Cooking — 1tw -550 - man /mail -Susan Manlin Katzman KSM
Kids' Korner — 1tw -3 1/4x3 1/4" - mail/orp -Jesse Jacobs ..... MCN
Kids' Krossword — 1tw -var - orp /mail -Naida Dickson ..... DBI
Kidspot — 6tw -21x4" - orp /mail -Leo White ..... UFS
Let's Make — 1tw /S -29.2x4" - orp -Ben Corey ..... HAR
Mazes — 1tw -ps - orp - Various ..... OPS
Mazes — 1tw -ps - orp - Various ..... SCI
Mini Page, The — 1tw -4pt/ps - orp /mail -Betty Debnam ..... UPS
Nature's Wonders — 1tw -hps - orp /id -F. Treadgold ..... SCI
Poo Wee's Pencil — 6tw -7.5" x 2.5" - id /orp /mail -Joe Rice CNS
Penny Power — 2tw -650 - wire/DF /DNS /mail - Consumer's Union ..... UFS
Place For Kids — 1tw -20x9" - orp /id /mail -MacKay Fairfield Tate CWF
Pooh Corner — cont -var - mail -Jessica Winston ..... NWB
Princess of China — 7tw -45x2"/500 - orp/mail -Mahmood Ahma Qazi PAK
Puzzles Just For You (UIV.) — 1tw -ps - orp /id -E. Engleman ..... SCI
***Rafferty** — 6tw -2c - orp -Gerald Dumas & Mel Crawford ..... KFS
Robin's World — 1tw -400 - man /id /wire /DF - Robin Robinson & Kay Chorao ..... PRI
Science For You — 1tw -21 x 4 1/2" - orp /id -Bob Brown ..... LAT
Soccer School — 1tw -19x12" - mail/id/orp -Bill Thomson & G. Marjanovic ..... EWT
Starship — 1tw -hps - orp - Staff ..... TSS
Stepping Stones: Just For Stepkids — 1tw -var - man/mail -Patricia Bennett ..... LIS
Tell Me Why — 6tw -100 - C12 /mail/id -Arkady Leokum ..... UPS
This Week In Canada — 1tw -9x9" - wire/mai/orp - ..... CWF
Tiger's Beat — 3tw -800 - igp /orp /wire - ..... KFS
Tiny Times — 1tw -16x 3/4"x11 1/4" - igp /mail - Tiny Features Inc. DBI
Tongue Twisters — 1tw -ps - orp - Misc. ..... SCI
Uncle Art's Funland — S -hps/tps/qps/pt/hpt - orp /mail -Art Nugent UFS
Uncle Ray's Column — 5tw -400 - DF /DNS /C12 /id - Ramon Coffman ..... FNS
Welcome To The Human Race — 1tw -4 pt - id/orp/mail -Joy Wilt Berry CNS
Whizword — 1tw -52x6" - mail/orp /id - ..... CWF
Wordy Gurdy — 6tw -21x4 1/4" - orp /mail -Trick Ricky ..... UFS
Xmas Stories — 1tw -var - orp - Various Authors ..... SCI
Young Hobby Club — 6tw -300 - DF /DNS /C12 /id - Cappy Dick ..... FNS

9—COINS & STAMPS

Coin Box, The—1tw-400-mim/mail-Norman M. Davis, NLG ..... NMD
Coin Counting — 1tw -500 - man /igp -Barbara White ..... NUM
Coin Notes — 1tw -300 - man -Ronald Anders ..... ARF
Coin Roundup — 1tw -500 - man /C12 /igp /DF /DNS - Edward C. Rochette ..... LAT
Coinversations With R. Winston Harris — 1tw -800 - man /igp -R. Winston Harris ..... COI
Fireside Chats — 2tm -16/hpv - man -G. Detjen, Jr. ..... DET
Hobbies Mini — 1tw -var - igp /id /orp /mail - Various ..... CNS
International Adventure (Philatelic) — 1tw -500 - man/mim -Julius Weiss ..... WEI
International Adventure (Numismatic) — 1tw -500 - man /mim -Julius Weiss ..... WEI
Japos — qt -20/24 hpv - man -G. Detjen, Jr. ..... DET
Junk Or Treasure — 1tw -500 - orp -Edward Von Rothkirch ..... IMS
Kovels: Antiques And Collecting — 1tw -550 - mail/C12 /DF /DNS /igp /id - Ralph and Terry Kovel ..... RTS
Other Scenes — 1tw -1000 - igp /mail -Wilcock ..... SAW
Philatelic Journalist — 2tm -16/hpv - man /mail -G. Detjen, Jr. DET
Postal Views — 1tw -500 - man /igp -Barbara White ..... NUM
Spotlight On Judaica — eow -300/500 - man -Joseph Zollman ..... STA
Stamp Nook — 1tw -600 - man /igp -Ronald Anders ..... ARF
Stamping Around The World — 1tw -550 - orp /mail/DF /DNS - Lea Blauvelt ..... CNS
Stamping Grounds — 1tw -700 - man /mail -Joseph Zollman ..... FET
Stamping Grounds — 1tw -500/700 - man -Joseph Zollman ..... STA
The Coin Box — 1tw -500/650 - orp /mail/DF /DNS - Gary Palmer ..... CNS
The World Of Coins & Stamps — 1tw -500 - man/igp -Barbara White NUM
World Of Stamps — m -500/750 - man -Gustav Detjen, Jr. ..... DET

10A—COMICS (Strips)

Adam—6tw-sph-mail-Yaakov Kirschen ..... NYT
***Agatha Crumm**—7tw-d/4c-S/tps/hpt/qph-orp-Bill Hoest ..... KFS
Agile Man—6tw-2 1/4x7"-igp/mail-Rex Walthall ..... DBI
Airhawk Adventure—7tw/S-sph-orp-B. Foley ..... SCI
Alfonso—6tw/1tw-7"x2 1/4"-igp/mail-Romanc Garofalo ..... DBI
Alley Oop—6tw/S-6tw/43x2 1/2"-S/hps/tps/qps/pt/hpt-orp-mail-Dave Graue ..... NEA
***Amazing Spider-Man, The**—6tw/S-6tw/43x2 1/2"-S/var-mail/orp-Stan Lee & Fred Kida ..... RTS
Andy Capp—6tw/S-6tw/43x2 1/2"-S/tps/hpt/qph-orp-Reggie Smythe FNS
Animal Crackers—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp-Roger Bollen ..... TCS
Annie—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp-Leonard Starr TCS
Apartment 3-G—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt/qph-orp Alex Kotzky ..... FNS
***Archie**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp ..... KFS
Ardith—6tw/1tw-7"x2"-3 1/2"x5"-igp/mail-Ken Muse ..... DBI
Arnie—1tw-tpt-orp-Arnie Stockholm ..... SCI
As You Were—1tw-sph-orp-Jim Baker ..... SCI
Ask Shagg—1tw-43x2 1/2"-orp-Peter Guren ..... GUR
Assignment: Top Secret—6tw-44x2 1/2"-orp-Bill Barry ..... ADF
Avivate—6tw-7 5/8x2 1/4"-orp/mail-Lino y Jorge Palacios UPIFD
B.C.—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt/qph-orp-Johnny Hart FNS
Barbara Cartland Romances—6tw/S-6tw/43x2"-S/tps/hpt-orp/mail Morrow and Weaver ..... UFS
***Barney Google & Snuffy Smith**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp Fred Lasswell ..... KFS
***Beetle Bailey**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp-Mort Walker KFS
Begger—6tw/1tw-7"x2"-igp/mail-Ken Muse ..... DBI
Ben Swift—6tw/S-6tw/43x2"-S/tps/qps/hpt-orp/mail-John Lane UFS
Benji—6tw-sph-mail-Joe Camp ..... NYT
Bibs—6tw/1tw-2 1/2"x7"-igp/mail-Mickey Jai & Martin Kormic DBI
Big Brother—6tw/1tw-7"x2 1/4"-igp/mail-Glen Scalzitti ..... DBI
***Blondie**—7tw-d/4c-S/pt/hps/tps-orp-Dean Young & Mike Gersher KFS
Bloom County Comic Strip—7tw-d/43x2 1/4"-S/hps/hpt/tps/qps-mail -Berke Breathed ..... WPW
***Boner's Ark**—7tw-d/4c-S/pt/hps/tps-orp -Addison and Frank Johnson ..... KFS
Boomerang—6tw-42x2 1/2"-orp-Frank Billey ..... AFS
Born Loser—6tw/S-6tw/43x2 1/2"-S/hps/tps/qps/pt/hpt-orp/mail -Art Sansom ..... NEA
Brenda Starr—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp -Dale Messick & Ramona Fradon ..... TCS
***Brick Bradford**—7tw-d/4c-S/tps/hpt-orp-Paul Norris ..... KFS
***Bringing Up Father**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp -Frank Johnson & Frank Fletcher ..... KFS
Broom Hilda—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp Russell Myers ..... TCS
Brother Simon & Lucus—6tw-circ. panel-3 1/2; strip-2 1/4x6 1/2-orp/mail-Pedro R. Moreno ..... UCS
Bruce Lee—6tw/S-6tw/4c-S/hps/tps/gps/pt/hpt-orp-Matera /DiVono LAT
Bubblegummers—6tw-4cx2 1/2"-mail/orp-Jeff and Carol Wakefield MCN
Buck Rogers In The 25th Century—6tw/S-hps/tps/qps/hpt/pt-mail Cary Bates & Gray Morrow ..... NYT
Buford—7tw-hps/hpt/tps/qps-orp-John Marshall ..... SNS
Bugs Bunny—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt-orp/mail -Warner Brothers ..... NEA
Bumbles—1tw-6 3/4"x2"-orp-Al Smith ..... SM
Button's Bunch—6tw/1tw-7"x2 1/4"-igp/mail-Ford Button ..... DBI
***Buz Sawyer**—6tw-4c-orp-John Celardo & Edwin Granberry ..... KFS
By George—6tw/1tw-7"x2 1/4"-igp/mail-George Callahan ..... DBI
Capital Hills—6tw/S-6tw/43x2"-S/pt/hps/tps/qps-orp -Mort Gerberg, Jack Anderson & Ted Enik ..... UFS
Capt. & Mandy—1tw-ps-orp/id-Steve Kell ..... OPS
Captain Easy—6tw-43x2 1/2"-hps/tps/pt/hpt-orp/mail -Bill Crooks & Mick LaSale ..... NEA
Car Cartoons—7tw-var-orp-Various Artists ..... SCI
Catfish—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp Roger Bollen & Gary Peterman ..... TCS
Cathy—6tw/S-6tw/14x7 1/4"-S/hpt/tps/qps/pt/hpt-orp/mail -Cathy Guisewite ..... UPS
Chicato—6tw-7 5/8x2 1/4"-orp/mail-Lino y Jorge Palacios ..... UPIFD
Chris—6tw-strip-2 1/4x6 1/2"; circ. panel-3 1/2-orp/mail -Pedro R. Moreno ..... UCS
***Christmas Strip**—6tw/sea-4c-orp-Walt Disney ..... KFS
Christmas Strip—sea-43x2 1/2"-orp/mail-JKS ..... NEA
Cicuta—6tw-7 5/8x2 1/4"-orp/mail-Lino y Jorge Palacios UPIFD
Claude Hopper—1tw-39x2"-opr/mail-B and L Caviness ..... DBI
Clyde & Sadie—S/2tw/cont-18x3"-orp/mail-Carrell Rhubee WST
Country Western Wisdom—1tw-21x5"-orp/mail-G. Page ..... FET
Cowpokes—S/1tw/cont-21x4"-orp/mail-Ace Reid ..... WST
Crock—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/qph/hpt-orp -Don Wilder & Bill Rechin ..... FNS
Dallas—6tw/S-6tw/4c-S/hps/tps-orp-Harris/Lawrence ..... LAT
Dan Savage—6tw-2"x7"-igp/mail-Bob Goodbread ..... DBI
De La Cronica Diaria—6tw-5 7/8x2 1/4"-orp/mail-Felipe A. Dobal UPIFD
Desfile del Bueno Humor—6tw-7 5/8x2 1/4"-orp/mail -Horacio JCL Divito ..... UPIFD
Dick Tracy—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp -Gould/Fletcher/Collins ..... TCS
Doctor Smock—6tw/S-6tw/43x2 1/2"-S/hps/tps/qps/pt/hpt-orp/mail -George Lemont ..... UFS
Dona Tremebunda—6tw-7 5/8x2 1/4"-orp/mail -Lino y Jorge Palacios ..... UPIFD
***Donald Duck**—7tw-d/4c/S/hps/tps/hpt/qph-orp-Walt Disney KFS
Dondi—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp-Irwin Hasen TCS
Doonesbury—6tw-pt-orp/mail-Garry Trudeau ..... UPS
Downstown—6tw/S-6tw/14x7 1/4"-S/hps/tps/qps/hpt/pt-orp/mail -Tim Downs ..... UPS
Dr. Bits—6tw/1tw-7"x2"-igp/mail-Ken Muse ..... DBI
***Dr. Kildare**—7tw-d/4c-S/tps/hpt-orp-Ken Bald ..... KFS
Dr. Merengue—6tw-7 5/8x 2 1/4"-orp/mail-Horacio JCL Divito UPIFD
Drabble—6tw/S-6tw/43x2"-S/tps/qps/hpt-orp/mail-Kevin Fagen UFS
Dramas Clasificados—6tw-7 5/8x2 1/4"-orp/mail-Felipe A. Dobal UPIFD
Dudes, The—6tw/1tw-7"x2 1/4"-igp/mail-Leo Bruce ..... DBI
Duffy—6tw/S-6tw/14x7 1/4"-S/hps/tps/pt/hpt/ps-orp/mail -Bruce Hammond ..... UPS
Duke Fargo—6tw/1tw-7"x2 1/4"-igp/mail-Jim Richardson DBI
Dunagin's People—6tw/S-6tw/22x3 7/8"-S/tps/hpt/qph-orp -Ralph Dunagin ..... FNS
Dusty Chaps—6tw/S-6tw/43x2"-S/pt/hps/tps/qps-orp -Art and Chip Sansom ..... UFS
Eb & Flo—6tw-43x2"-orp/mail-Paul Sellers ..... UFS
Eek & Meek—6tw/S-6tw/43x2 1/2"-S/hps/tps/qps/pt/hpt-orp/mail -Howie Schneider ..... NEA
Eggheads—6tw-43x2 1/2"-mail/orp-Bil Keane ..... RTS
El Detalle Que Tfaltaba—6tw-7 5/8"x2 1/4"-orp/mail Felipe A. Dobal ..... UPIFD
El Ponderoso Halcon—6tw-7 5/8"x2 1/4"-orp/mail-L.E. Barreto UPIFD
Entertainment Page—1tw-ps-orp ..... SM
***Evermores, The**—7tw-d/4c-S/tps/hpt-orp-Johnny Sajem ..... KFS
Family Circus, The—6tw/S-6tw/21x3 3/4"-S/var-mail/orp-Bil Keane RTS
Father Dickens—6tw-7"x2"-igp/mail-Mark Turris ..... DBI
Father's Day—6tw/S-6tw/43x2"-S/tps/qps/hpt-orp/mail -Nancy and Mario Risso ..... UFS
Ferd'nand—6tw/S-6tw/43x1 7/8"-S/hps/tps/qps/pt/hpt-orp/mail -Dahl Mikkelsen ..... UFS
Figments—6tw/1tw-7"x2"-igp/mail-Dale Hale ..... DBI
***Flash Gordon**—7tw-d/4c-S/tps/hpt-orp-Dan Barry ..... KFS
Fletcher's Landing—6tw/S-43x2 1/2"-orp/mail-Douglas Coffin NEA
Folly's Thinkshop—1tw-7 1/2x2 1/4"-orp-Richard Jarret ..... JAR
For Better Or For Worse—6tw/S-6tw/14x7 1/4"-S/hps/tps/qps/pt/hpt -orp/mail-Lynn Johnston ..... UPS
Foreign Strips—7tw-var-orp-Various Artists ..... SCI
Frank & Ernest—6tw/S-6tw/43x2 1/2"-S/tps/qps/hpt -Bob Thaves ..... NEA
Fred Basset—6tw/S-6tw/43x2 1/2"-S/tps/hpt/qph-orp-Alex Graham FNS
Fulgencio—6tw-7 5/8x2 1/4"-orp/mail-Lino y Jorge Palacios UPIFD
Funky Winkerbean—6tw/S-6tw/43x2 1/2"-S/tps/hpt/sph-orp-Tom Batiuk ..... FNS
Garfield—6tw/S-6tw/43x2"-S/tps/qps/hpt-orp/mail-Jim Davis UFS
Garth—7tw-4c-orp-Frank Bellemy ..... ITP
Gasoline Alley—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp-Dick Moores ..... TCS
Geech—6tw/S-6tw/14x7 1/4"-S/hps/tps/qps/pt/hpt-orp/mail-Jerry Bittle ..... UPS
Gil Thorp—6tw-43x2"-orp-Jack Bernill ..... TCS
Goosemyer—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt/qph-orp-Brant Parker & Don Wilder ..... FNS
Gordo—6tw/S-6tw/43x2"-S/hps/tps/pt/hpt-orp/mail-Gus Arriola UFS
Grandpa & Me—6tw/1tw-7"x2"-igp/mail-Mark Turris ..... DBI
Grandpa Foghorn—6tw/1tw-7"x2"-igp/mail-George Hall ..... DBI
Grandpa's Boy—1tw-6 3/4"x2"-orp ..... SM
Graves, Inc.—6tw-43x2 1/2"-mail/orp-Pat Brady ..... RTS
Gray Dispatch, The—1tw-43x2 1/2"-orp/mail-T. E. Dillon ..... DBI
Great John L, The—6tw-43x2 1/2"-orp/mail-Don Addis ..... NEA
Grubby—1tw-6 3/4"x2"-orp-Warren Sattler ..... SM
Gumersindo—6tw-7 5/8x2 1/4"-orp/mail-Ed G. Foladori UPIFD
***Gunner**—6tw-4c-orp-Alfredo Grassi & Tobias ..... KFS
Hagar The Horrible—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp-Dik Browne ..... KFS
Happy Happy—1tw-ps-orp/id-Comus ..... OPS
Hawk, The—6tw-4-5c-orp-Rod Maxwell ..... PF
***Heart of Juliet Jones**—7tw-d/4c-S/pt/hpt/qph-orp-Stan Drake KFS
Hello Carol—6tw/S-6tw/4c-S/hps/ tps/qps/pt/hpt-orp-B. Johnson LAT
***Henry**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp-Jack Tippit & Don Trachte ..... KFS
***Hi & Lois**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp-Mort Walker & Dik Browne ..... KFS
Hocky Days—6tw/1tw-6 1/2"x2 1/4"-igp/mail-Merve Magus DBI
***Hubert**—7tw-d/4c-S/tps/hpt-orp-Dick Wingert ..... KFS
***Incredible Hulk, The**—6tw/S-6tw/43x2 1/2"-S/var-mail/orp-Marvel Comics ..... RTS
***Inside Woody Allen**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp-Stu Hample ..... KFS
It's Fun Page—1tw-pt-orp ..... SM
Jerome—6tw/1tw-7"x2 1/4"-igp/mail-James Kolba ..... DBI
Joe Heavy—7tw/1tw-var-mail-Charles Durck ..... JOS
Joe Palooka—6tw-4cx2 1/2"-mail/orp-Tony DiPreta ..... MCN
John Darling—6tw/S-6tw/43x2 1/2"-S/hps/pt/tps/hpt/qph-orp -Tom Batiuk & Tom Armstrong ..... FNS
Johnny Wonder—6tw/S-6tw/43x2"-S/tps/pt/hpt-orp/mail -Dick Roger ..... UFS
Jon 'n Jan—1tw-7"x2 1/4"-igp/mail-Bill Behm ..... DBI
Judge Parker—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt/qph-orp -Dr. N.P. Dallis ..... FNS
Julius—1tw-ps-orp/id-Joan/Harry/Nelson ..... OPS
Kerry Drake—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt/qph-orp -Sururi Gumen & Alfred Andriola ..... FNS
Krass & Bernie—1tw-ps-orp/id-G. Trosley ..... OPS
Kudzu—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp-Doug Marlette TCS
Laff Of The Week—1tw-var-igp/mail-Bill Murray ..... MFS
Larry's World From Punch—7tw-var-orp-Larry ..... SCI
Latigo—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt/qph-orp-Stan Lynde FNS
Le Grand Chef Pierre—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp -Brian Fray ..... TCS
Levy's Law—6tw/S-6tw/43x2 1/2"-S/hps/tps/qps/hpt-orp/mail -James Schumeister ..... NEA
Li'l Kiska—6tw-2"x7"-igp/mail-B.J. Switzer ..... DBI
Li'l Debbie—6tw-circ. panel-3 1/2; strip-2 1/4x 6 1/2-orp/mail -Pedro R. Moreno ..... UCS
Little Farmer—1tw-6 3/4"x2"-orp-Kern Pederson ..... SM
Lolly—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp-Pete Hansen TCS
Lone Ranger, The—6tw/S-hps/tps/qps/hpt/pt-mail -Cary Bates & Russ Heath ..... NYT
Luther—6tw-43-orp-Brumsic Brandon, Jr. ..... LAT
Machamers Corner—6tw/1tw-4"x4"-igp/mail-Gene Machamer DBI
***Mandrake The Magician**—7tw-d/4c-S/tps/hpt-orp -Lee Falk & Fred Fredricks ..... KFS
Mark Trail—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/qph/hpt-orp -Ed Dodd & Jack Elrod ..... FNS
Marvin—6tw-43x2 1/2"-orp-Tom Armstrong ..... FNS
Mary Worth—6tw/S-6tw/43x2 1/2"-S/hps/tps/hpt/pt/qph-orp -Allen Saunders/John & Ken Ernst ..... FNS
***Mickey Mouse**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp-Walt Disney KFS

Miles To Go—6tw/S-6tw/43x2 ½"-S/hpt/tps/qph-orp-Phil Frank FNS
Miscellaneous Cartoon Service—m-var-orp/mail
-20 Cartoonists Available ....DBI
Miss Peach—6tw/S-6tw/43x2 ½"-S/tps/hpt/qph-orp-Mell Lazarus FNS
Moco (Pepo)—6tw-7 5/8 x 2 1/4"-orp/mail-P.I.B. ....UPIFD
Momma—6tw/S-6tw/43x2 ½"-S/tps/hpt/qph-orp-Mell Lazarus .... FNS
Moon Mullins—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp
-Ferd & Tom Johnson ....TCS
***Moose Miller**—7tw-d/4c-S/tps/hpt-orp-Bob Weber ....KFS
Motley's Crew—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp
-Ben Templeton & Tom Forman ....TCS
***Mr. Abernathy**—7tw-d/4c-S/tps/hpt-orp-Frank Ridgeway ....KFS
***Muppets**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp-Guy & Brad Gilcrist KFS
Mutt And Jeff—6tw/S-6tw/43x2 ½"-S/hps/tps/pt/hpt-orp
-Al Smith/George Breisacher ....FNS
***Nancy**—6tw/S-6tw/43x1 7/8"-S/hps/tps/qps/pt/hpt-orp/mail
-Ernie Bushmiller ....UFS
Napoleon—1tw-6 3/4"x 2"-orp-Foster Moore ....SM
Norbert—6tw-43x 1 3/4"-orp-Dick Cavalli ....UFS
***Nubbin**—6tw-4c-orp-James Burnett & Henry Boltinoff ....KFS
O'Malley's Law—1tw-39.5x 2 ½"-orp/mail-Scott Smith ....FET
Of Mice & Men—6tw/1tw-7"x2"-igp/mail-Ray Rappisis ....DBI
Off Beat—1tw-37.5x2 1/4"-orp/mail-Staff ....SF
Outcasts—6tw-4 col. x 2 1/4"-orp-Ben Wicks ....TSS
Packy—6tw/1tw-2 1/4"x7"-igp/mail-Leo Bruce ....DBI
Padre—6tw-7"x2 1/4"-igp/mail-Dan Capozz ....DBI
***Peanuts**—6tw/S-6tw/43x1 3/4"-S/hps/tps/qps/pt/hpt-orp/mail
-Charles Schulz ....UFS
Pelezinho—6tw-7 5/8 x 2 1/4"-orp/mail-M. De Sousa ....UPIFD
Peter Panic—7tw-qpt-orp-L. Linkert ....SCI
***Phantom, The**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp
-Lee Falk & Sy Barry ....KFS
***Popeye**—7tw-d/4c-S/pt/hps/tps-orp-Bud Sagendorf ....KFS
Prime Time—6tw-43x2"-orp-Ben Templeton & Tom Forman TCS
Princess of China—7tw-45x2"/500-orp/mail-Mahmood Ahma Qazi PAK
Priscilla's Pop—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt-orp/mail
-Ed Sullivan ....NEA
Professor, The—6tw/1tw-7"x2 1/4"-igp/mail-Romano Garofalo DBI
Psst Cartoons—7tw-tpt-orp-J. Maddox ....SCI
Punto En Boca—6tw-7 5/8x2 1/4"-orp/mail-Pedro Vilar UPIFD
Quick & Diet Gourmet—2tw-43x12 ½"-orp/mail
-Yvonne Young Tarr ....UFS
Quincy—6tw-4c-orp-Ted Shearer ....KFS
Ramona—6tw-7 5/8 x 2 1/4"-orp/mail-Lino y Jorge Palacios UPIFD
***Redeye**—7tw-d/4c-S/tps/hpt/qph-orp-Gordon Bess ....KFS
Rex Morgan, MD—6tw/S-6tw/43x2 1/4"-S/hps/tps/pt/hpt/qph-orp
-Dr. N.P. Dallis & Marvin Bradley ....FNS
***Ribbons**—7tw-d/4c-S/tps/hpt/qph-orp
-Ed Wallerstein & Steve Carpenter ....KFS
***Rip Kirby**—6tw-4c-orp-John Prentice & Fred Dickenson ....KFS
Rivets—6tw-43x2 ½"-orp-George Sixta ....FNS

Roscoe—6tw/1tw-7"x2"-igp/mail-Goddard Sherman ....DBI
Rural Delivery—1tw-6 9/8x2"-orp-Al Smith ....SM
Ryatts, The—6tw-43x2 ½"-orp-Jack Elrod ....FNS
Sally Forth—6tw/S-6tw/43x2 ½"-S/hpt/tps/qph-orp-Greg Howard FNS
Salt Chuck—6tw/1tw-6 3/8"x2"-igp/mail-Chuck Sharman DBI
***Sam & Silo**7tw-d/4c-S/tps/hpt/qph-orp-Jerry Dumas ....KFS
Sandy—6tw-ps-orp/man-James Unwin ....HPS
***Scamp**—7tw-d/4c-S/tps/hpt-orp-Walt Disney ....KFS
***Secret Agent Corrigan**—6tw-4c-orp-George Evans ....KFS
Sergeant Preston Of The Yukon—6tw/S-44x2 1/8"-orp/mail
-Stan Stunell & Don Sherwood ....IPS
Sherwood's Forest—6tw/1tw-7"x2"-igp/mail-David Gregory DBI
Shoe—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp-Jeff MacNelly TCS
Sidelines—S/1tw/cont-21x3"-orp/mail-Bill Whitehead ....WST
Six Column Page Of Comics—1tw-ps-orp ....SM
Slew Foot—1tw-7"x2 1/2"-igp/mail-Nellis Johnson ....DBI
Small Society, The—7tw-d/4c-S/tps/hpt-orp-Morrie Brickman KFS
Smith Family—6tw/S-6tw/14x7 1/4"-S/tps/qps/pt/hpt-orp/mail
-Mr. and Mrs. George Smith ....UPS
Snake Tales—6tw/S-6tw/43x2 1/8"-S/hps/tps/qps/hpt/pt-orp/mail
-Allan "Sols" Salisbury ....NEA
Sonny Pew—7tw-hps/hpt/tps/qps-orp-James Estes ....SNS
Sons Of Liberty—6tw-42x2"-orp-Richard Lynn ....LYN
Sovereign State Of Affairs—1tw-42x2"-orp-R. David Boyd MOR
Space-Nuts—6tw-strip-2 1/4"x6 1/2"; circle-3 1/2"-orp/mail
-Pedro R. Moreno ....UCS
Sportsfun—6tw/1tw-6 1/2"x2"-igp/mail-Merve Magus ....DBI
Squee Gee—6tw/1tw-2 1/4"x7"-igp/mail-Ken Muse ....DBI
Stampede—S/2tw/cont-21x4.5"-orp/mail-Jerry Palen ....WST
Star Trek—6tw/S-6tw/4c-S/hps/tps/qps/pt/hpt-orp-Harris/Divono LAT
Star Wars—6tw/S-6tw/4c-S/hps/tps/gps/pt/hpt-orp
Goodwin/Williamson ....LAT
Steve Canyon—6tw/S-6tw/43x2 1/2"-S/tps/hps/pt-orp-Milton Caniff FNS
***Steve Canyon**—7tw-d/4c-S/pt/tps/hpt/qph-orp-Milton Caniff ....KFS
Steve Roper—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt/qph-orp
-Wm. Overgard & Allen and John Saunders ....FNS
Strange Encounters—6tw-44x2 1/8"-orp-Bill Barry & Fred Hull ADF
Sugar—6tw-var-igp-Robert Gill ....NFS
Sunday Laughs Male Cartoons—1tw-opt-orp-Paul Swede ....SCI
Sunset Park—6tw/1tw-7"x2 1/4"-igp/mail-Ralph Aspinwall ....DBI
Superheroes—6tw/S-d/43x2"—S/pt/hps/hpt/tps/qps-orp
Kupperberg/Tuska/Colletta ....TCS
Swamp Brats1tw-6 3/4"x2"-orp-Warren Sattler ....SM
Sylvia—6tw/S-6tw/43x2 1/2"-S/tps/hpt/qph-orp-Nicole Hollander FNS
Tank McNamara6tw/S-6tw/14x7 1/4"-S/hps/tps/qps/hpt-orp/mail
Jeff Millar & Bill Hinds ....UPS
Tarrino—6tw-7 5/8x2 1/4"-orp/mail-Lino y Jorge Palacios UPIFD
***Tarzan**—6tw/S-6tw/43x2"-S/hps/tps/pt/hpt-orp/mail
-Edgar Rice Burroughs ....UFS
Teen Scene—6tw/1tw-7"x2"/4"x6"-igp/mail-Goddard Sherman DBI
***Tex Benson**—6tw-7"x2 1/4"-igp/mail-Chuck Roblin ....DBI

Tex Benson—7tw-sph-orp-C. Roblin ....SCI
The Better Half—6tw/S-6tw/21x3 1/4"-S/var-mail/orp-Harris RTS
***Thelang In Early Day**—6tw-7"x2 1/4"-igp/mail-Miguel Callejas DBI
Those Browns—1tw-var-igp/mail-Bill Murray ....MFS
Those Were The Days—1tw-6 3/4"x2"-orp-Art Beeman ....SM
***Tiger**—7tw-d/4c-S/tps/hpt/qph-orp-Bud Blake ....KFS
***Tim Tyler's Luck**—6tw-4c-orp-Lyman and Bob Young ....KFS
Travels With Farley—6tw-43x2 1/2"-orp-Phil Frank ....FNS
Tumbleweeds—6tw/S-6tw/43x2 1/2"-S/hpt/tps/qph-orp-Tom K. Ryan FNS
Tutankhamun—7tw-4c-orp-Adam Kovacs ....ASD
Twitch—1tw-6 3/4"x2"-orp-Howard Rands ....SM
Wee Pals—6tw/S-6tw/43x2 1/2"-S/hpt/tps/qph-orp-Morrie Turner FNS
Weekly Page Of Features—1tw-pt-orp ....SM
Willy 'n Ethel—6tw/S-d/21x4 1/2"/43x2 1/2"-S/hpt/tps/qph-orp
-Joe Martin ....FNS
***Winnie The Pooh**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp-Walt Disney KFS
Winnie Winkle—6tw/S-d/43x2"-S/pt/hps/hpt/ps/qps-orp
-NS and Henry Raduta ....TCS
Winthrop—6tw/S-6tw/43x2 1/8"-S/hps/tps/pt/hpt-orp/mail
-Dick Cavalli ....NEA
Wizard Of Id, The—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/qph/hpt-orp
-Brant Parker & Johnny Hart ....FNS
Woodridge—6tw-41x2"-orp-Don Knudson ....SIE
Woodrow & Woody—6tw/1tw-7"x2 1/4"-igp/mail-Robert Battagia DBI
Wright Angles—6tw/S-6tw/43x2"-S/tps/qps/hpt-orp/mail
-Larry Wright ....UFS
Zanies Cartoons—7tw-tpt-orp-J. Maddox ....SCI

10B—COMICS (Sunday Pages)

According To Guinness (Guinness World Book Of Records))—
6tw/S-orp/mail ....UPS
***Agatha Crumm**—7tw-d/4c-S/tps/hpt/qph-orp-Bill Hoest ....KFS
Airhawk Adventure—7tw/S-sph-orp-B. Foley ....SCI
Alley Oop—6tw/S-6tw/43x2 1/8"-S/hps/tps/qps/pt/hpt-orp/mail-
Dave Graue ....NEA
***Amazing Spider-Man, The**—6tw/S-6tw/43x2 1/8"-S/var-mail/orp-
Stan Lee & Fred Kida ....RTS
Andy Capp—6tw/S-6tw/43x2 1/2"-S/tps/hpt/qph-orp-Reggie Smythe FNS
Animal Crackers—6tw/S-d/43x2"-S/pt/hps/hpt/ps/qps-orp-
Roger Bollen ....TCS
Annie—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps/-orp-Leonard Starr TCS
Apartment 3-G—6tw/S-6tw/43x2 1/2"-S/hps/-/tps//pt/hpt/qph-orp—
Alex Kotzky ....FNS
***Archie**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp ....KFS
Are You A Kopy Kat?—6tw-var-igp-Robert Gill ....NFS
As You Were—1tw-sph-orp-Jim Baker ....SCI
B.C.—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt/qph-orp-Johnny Hart ....FNS
Barbara Cartland Romances—6tw/S-6tw/43x2"-S/tps/hpt-
orp/mail-Morrow & Weaver ....UFS
***Barney Google & Snuffy Smith**—7tw-d//4c-S/pt/hps/tps/hpt/qph-orp-
Fred Lasswell ....NFS
***Beetle Bailey**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp-Mort Walker ....KFS
Ben Swift—6tw/S-6tw/43x2"-S/tps/qps/hpt-orp/mail-John Lane ....UFS
Berry's World—6tw/S-6tw/20.5x5"-S/hps/qps/hpth-orp/mail-
Jim Berry ....NEA
Big George—6tw/S-6tw/21x4 1/4"-S/tps/hpt-orp-Virgil Partch ....FNS
***Blondie**—7tw-d/4c-S/pt/hps/tps-orp-Dean Young & Mike Gersher ....KFS
Bloom County Comic Strip—7tw-d/43x2 1/4"-S/hps/hpt/tps/qps-
mail-Berke Breathed ....WPW
***Boner's Ark**—7tw-d/4c-S/pt/hps/tps-orp—
Addison and Frank Johnson ....KFS
Born Loser—6tw/S-6tw/43x2 1/8"-S/hps/tps/qps/pt/hpt-orp/mail—
Art Sansom ....NEA
Brenda Starr—6tw/S-d43x2"-S/pt/hps/hpt/tps/qps-orp-
Dale Messick & Ramona Fradon ....TCS
***Brick Bradford**—7tw-d/4c-S-tps/hpt-orp-Paul Norris ....KFS
***Bringing Up Father**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp-
Frank Johnson & Frank Fletcher ....KFS
Broom-Hilda—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp
-Russell Myers ....TCS
Bruce Lee—6tw/S-6tw/4c-S-hps/tps/gps/pt/hpt-orp-Matera/DiVono LAT
Buck Rogers In The 25th Century—6tw/S-hps/tps/qps/hpt/pt-mail-
Cary Bates & Gray Morrow ....NYT
Buford—7tw-hps/hpt/tps/qps-orp-John Marshall ....SNS
Bugs Bunny—6tw/S-6tw/43x2 1/8"-S/hps/tps/pt/hpt-orp/mail
-Warner Brothers ....NEA
Capital Hills—6tw/S-6tw/43x2"-S/pt/hps/tps/qps-orp
-Mort Gerberg, Jack Anderson & Ted Enik ....UFS
Captain Easy—6tw-43x2 1/8"-hps/tps/hpt/pt-orp/mail
-Bill Crooks & Mick LaSale ....NEA
Carrier-toons—S-sph/spt-orp/mail-Chick Larson ....UFS
Catfish—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp
-Roger Bollen & Gary Peterman ....TCS
Cathy—6tw/S-6tw/14x7 1/4-S/hpt/tps/qps/pt/hpt-orp/mail
-Cathy Guisewite ....UPS
Clyde & Sadie—S/2tw/cont-18x3"-orp/mail
-Carrell Rhubee ....WS
Cowpokes—S/1tw/cont/21x4"-orp/mail-Ace Reid ....WST
Crock—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/qph/hpt-orp
-Don Wilder & Bill Rechin ....FNS
Dallas—6tw/S-6tw/4c-S/hps/tps-orp-Harris Lawrence ....LAT
Dennis The Menace—6tw/S-6tw/21x4 1/4"-S/hps/tps/hpt/pt/qph-
orp-Hank Ketcham ....FNS
Dick Tracy—6tw/S-d/43x2"-S/pt/hps/tps/qps-orp
-Gould/Fletcher/Collins ....TCS
***Disney Classics**—S-pt/hps/tpw-orp-Walt Disney ....KFS
Doctor Smock—6tw/S-6tw/43x2 1/8"-S/hps/tps/qps/pt/hpt-
orp/mail-George Lemont ....UFS
***Donald Duck**—7tw-d/4c-S/hps/tps/hpt/qph-orp-Walt Disney KFS
Dondi—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp-Irwin Hasen TCS
Doonesbury—6tw-pt-orp/mail-Garry Trudeau ....UPS

Downstown—6tw/S-6tw/14x7 1/4"-S/hps/tps/qps/hpt/pt-orp/mail
-Tim Downs ....UPS
***Dr. Kildare**—7tw-d/4c-S/tps/hpt-orp-Ken Bald ....KFS
Drabble—6tw/S-6tw/43x2"-S/tps/qps/hpt-orp/mail-Kevin Fagan UFS
Duffy—6tw/S-6tw/14x7 1/4"-S/hps/tps/pt/hpt/ps-orp/mail
-Bruce Hammond ....UPS
Dusty Chaps—6tw/S-6tw/43x2"-S/pt/hps/tps/qps-orp
-Art and Chip Sansom ....UFS
Edge—cont-var-orp/mail—L.J. Kopf ....MRS
Eek & Meek—6tw/S-6tw/43x2 1/8"-S/hps/tps/qps/pt/hpt-orp/mail
-Howie Schneider ....NEA
***Evermores, The**—7tw-d/4c-S/tps/hpt-orp-Johnny Sajem ....KFS
Family Circus, The—6tw/S-6tw/21x3 3/4"-/var-mail/orp-Bil Keane RTS
Father's Day—6tw/S-6tw/43x2"-S/tps/qps/hpt-orp/mail
-Nancy and Mario Risso ....UFS
Ferd'nand—6tw/S-6tw/43x1 7/8"-S/hps/tps/qps/pt/hpt-orp/mail
-Dahl Mikkelsen ....UFS
***Flash Gordon**—7tw-d/4c-S/tps/hpt-orp-Dan Barry ....KFS
Fletcher's Landing—6tw/S-43x2 1/8"-orp/mail-Douglas Coffin NEA
For Better Or For Worse—6tw/S-6tw/14x7 1/4"-S/hps/tps/qps/pt/hpt
-orp/mail-Lynn Johnston ....UPS
Frank & Ernest—6tw/S6tw/43x2 1/8"-S/tps/qps/hpt-orp/mail
-Bob Thaves ....NEA
Fred Basset—6tw/S-6tw/43x2 1/8"-S/tps.hpt/qph-orp-Alex Graham FNS
Funky Winkerbean—6tw/S-6tw/43x2 1/2-S/tps/hpt/sph-orp
-Tom Batiuk ....FNS
Garfield—6tw/S-6tw/43x2"-S/tps/qps/hpt-orp/mail-Jim Davis UFS
Gasoline Alley—6tw/S-d43x2"-S/pt/hps/hpt/tps/qps-orp
-Dick Moores ....TCS
Geech—6tw/S-6tw/14x7 1/4"-S/hps/tps/qps/pt/hpt-orp/mail
-Jerry Bittle ....UPS
Goosemyer—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt/qph-orp
-Brant Parker & Don Wilder ....FNS
Gordo—6tw/S-6tw/43x2"-S/hps/tps/pt/hpt-orp/mail-Gus Arriola UFS
Grin And Bear It—6tw/S-6tw/21x4 1/4"-S/tps/hpt/qps-orp
-George Lichty & Fred Wagner ....FNS
***Hagar The Horrible**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp
-Dik Browne ....NFS.
***Heart of Juliet Jones**—7tw-d/4c-S/tps/hpt/qph-orp-Stan Drake KFS
Hello Curel—6tw/S-6tw/4c-S/hps/tps/qps/pt/hpt-orp-B. Johnson LAT
***Henry**—7tw-d/4c-S/pt/hpt/tps/hps/qph-orp
-Jack Tippit & Don Trachte ....KFS
Herman—6tw/S-6tw/2 col. panel-S/hps/tps/qps/pt/hpt-orp/mail
-Jim Unger ....UPS
***Hi & Lois**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp
-Mort Walker & Dik Browne ....NFS
***Hints From Heloise**—7tw-d/4c-S/tps/hpt-orp ....KFS
***Hubert**—7tw-d/4c-S/tps/hpt-orp-Dick Wingert ....KFS
***Incredible Hulk, The**—6tw/S-6tw/43x2 1/8"-S/var-mail/orp
-Marvel Comics ....RTS
***Inside Woody Allen**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp
-Stu Hample ....KFS
John Darling—6tw/S-6tw/43x2 1/2"-S/hps/pt/tps/hpt/qph-orp
-Tom Batiuk & Tom Armstrong ....FNS
Judge Parker—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt/qph-orp
-Dr. N.P Dallis ....FNS
***Junior Whirl**—S-tps/hpt-orp-Hal Kaufman ....KFS
***Katzenjammer Kids**—S-tps/hpt-orp-Angelo De Cesare ....KFS
Kerry Drake—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt/qph-orp
-Sururi Gumen & Alfred Andriola ....FNS
Kudzu—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp-Doug Mariette TCS
Latigo—6tw/S-6tw/43x2 1/2"-S/hps/pt/tps/hpt/qph-orp-Stan Lynde FNS
Le Grand Chef Pierre—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp
-Brian Fray ....TCS
Let's Sew—S-tps/hpt/qph-orp ....KFS
Leunig's World—cont-var-orp/mail-Michael Leunig ....MRS
Levy's Law—6tw/S-6tw/43x2 1/8"-S/hps/tps/qps/hpt-orp/mail
-James Schumeister ....NEA
***Little Iodine**—S-tps/hpt/qph-orp-Bob Dunn & Hy Eisman ....KFS
***Little Woman**—7tw-d/1c/2c-S/tps/hpt-orp-Don Tobin ....KFS
***Lockhorns**—7tw-d/2c-S/tps/hpt-orp-Bill Hoest ....KFS
Lolly—6tw/S-d/43x2"-S/pt/hpt/hps/tps/qps-orp-Pete Hansen TCS
Lone Ranger, The—6tw/S-hps/tps/qps/hpt/pt-mail
-Cary Bates & Russ Heath ....NYT
***Mandrake The Magician**—7tw-d/4c-S/hpt-orp
-Lee Falk & Fred Fredricks ....KFS
Mark Trail—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/qph/hpt-orp
-Ed Dodd & Jack Elrod ....FNS
Marmaduke—6tw/S-6tw/21x4"-S/hps/tps/qps/pt/hpt-orp/mail
-Brad Anderson ....UFS
Marvin6tw-43x2 1/2"-orp-Tom Armstrong ....FNS
Mary Worth—6tw/S-6tw/43x2 1/2"-S/hps/tps/hpt/pt/qph-orp
-Allen Saunders & John and Ken Ernst ....FNS
***Mickey Mouse**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp-Walt Disney KFS
Miles To Go—6tw/S-6tw/43x2 1/2"-S/hpt/tps/qph-orp-Phil Frank FNS
Miss Peach—6tw/S-6tw/43x2 1/2"-S/tps/hpt/qph-orp-Mell Lazarus FNS
Momma—6tw/S-6tw/43x2 1/2"-S/tps/hpt/qph-orp-Mell Lazarus FNS
Moon Mullins—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp
-Ferd and Tom Johnson ....TCS
***Moose Miller**—7tw-d/4c-S/tps/hpt-orp-Bob Weber ....KFS
Motley's Crew—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp
Ben Templeton & Tom Forman ....TCS
***Mr. Abernathy**—7tw-d/4c-S/tps/hpt-orp-Frank Ridgeway ....KFS
***Muppets**—7tw-d/4c-s/pt/hps/tps/hpt/qph-orp-Guy & Brad Gilcrist KFS
Mutt And Jeff—6tw/S-6tw/43x2 1/2"-S/hps/tps/pt/hpt-orp-Al Smith
or George Breisacher ....FNS
***Nancy**—6tw/S-6tw/43x1 7/8"-S/hps/tps/qps/pt/hpt-orp/mail
-Ernie Bushmiller ....UFS
Off The Record—S-var-mail/orp-Ed Reed ....RTS
Patterns & Needlework—S-hpt-id/orp/mail-Staff ....NEA
***Peanuts**—6tw/S-6tw/43x1 3/4"-S/hps/tps/qps/pt/hpt-orp/mail
-Charles Schulz ....UFS

CLASSIFICATIONS OF FEATURES

***Phantom, The**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp -Lee Falk & Sy Barry ..... KFS
***Ponytail**—7tw-d/2c-S/tps/hpt-orp-Lee Holley ..... KFS
***Popeye**—7tw-d/4c-S/pt/hps/tps-orp-Pud Sagendorf ..... KFS
***Prince Valiant**—S-pt/hps/tps-orp-John Cullen Murphy ..... KFS
Priscilla's Pop—6tw/S-6tw/43x2 ½"-S/hps/tps/hpt-orp/mail -Ed Sullivan ..... NEA
***Redeye**—7tw-d/4c-S/tps/hpt/qph-orp-Gordon Bess ..... KFS
Rex Morgan, MD—6tw/S-6tw/43x2 ¼"-S/hps/tps/pt/hpt/qph-orp -Dr. N.P. Dallis & Marvin Bradley ..... FNS
***Ribbons**—7tw-d/4c-S/tps/hpt/qph-orp-Ed Wallerstein & Steve Carpenter ..... KFS
***Ripley's Believe It Or Not**—7tw-d/2c-S/tps/hpt/qph-orp -Walter Frehm ..... KFS
Sally Forth—6tw/S-6tw/43x2 ½"-S/hpt/tps/qph-orp-Greg Howard FNS
***Sam & Silo**—7tw-d/4c-S/tps/hpt/qph-orp-Jerry Dumas ..... KFS
***Scamp**—7tw-d/4c-S/tps/hpt-orp-Walt Disney ..... KFS
Sergeant Preston Of The Yukon—6tw/S-44x2 ½"-orp/mail -Stan Stunell & Don Sherwood ..... JPS
Shee—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp-Jeff MacNelly TCS
Sidelines—S/1tw/cont-21x3"-orp/mail-Bill Whitehead ..... WST
Small Society, The—7tw-d/4c-S/tps/hpt-orp-Morrie Brickman KFS
Smith Family—6tw/S-6tw/14x7 ¼"-S/tps/qps/pt/hpt-orp/mail -Mr. and Mrs. George Smith ..... UPS
Snake Tales—6tw/S-6tw/43x2 ½"-S/hps/tps/qps/hpt/pt-orp/mail -Allan "Sols" Salisbury ..... NEA
Sonny Paw—7tw-hps/hpt/tps/qps-orp-James Estes ..... SNS
Stampede—S/2tw/cont-21x4.5"-orp/mail-Jerry Palen ..... WST
Star Trek—6tw/S-6tw/4c-S/hps/tps/qps/pt/hpt-orp -Harris/DiVono ..... LAT
Star Wars—6tw/S-6tw/4c-S/hps/tps/gps/pt/hpt-orp -Goodwin/Williamson ..... LAT
Steve Canyon—6tw/S-6tw/43x2 ½"-S/tps/hps/pt-orp-Milton Caniff FNS
***Steve Canyon**—7tw-d/4c-S/pt/tps/hpt/qph-orp-Milton Caniff KFS
Steve Roper—6tw/S-6tw/43x2 ½"-S/hps/tps/pt/hpt/qph-orp -Wm.Overgard, Allen & John Saunders ..... FNS
Superheroes—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp -Kupperberg/Tuska/Colletta ..... TCS
Sylvia—6tw/S-6tw/43x2 ½"-S/tps/hpt/qph-orp-Nicole Hollander FNS
Tank McNamara—6tw/S-6tw/14x7 ¼"-S/hps/tps/qps/hpt-orp/mail -Jeff Millar & Bill Hinds ..... UPS
***Tarzan**—6tw/S-6tw/43x2"-S/hps/tps/hpt-orp/mail -Edgar Rice Burroughs ..... UFS
The Better Half—6tw/S-6tw/21x3 ¼"-S/var-mail/orp-Harris RTS
***They'll Do It Everytime**—7tw-d/2c-S/pt/hps/tps-orp -Bob Dunn & Al Scaduto ..... KFS
This Week In Astrology—S-hps/tps/pt/qps/hpt-orp/mail -Bernice Bede Osol ..... NEA
***Tiger**—7tw-d/4c-S/tps/hpt/qph-orp-Bud Blake ..... KFS
***Trudy**—7tw-d/2c-S/tps/hpt-orp-Jerry Marcus ..... KFS
Tumbleweeds—6tw/S-6tw/43x2 ½"-S/hpt/tps/qph-orp-Tom K. Ryan FNS
Uncle Art's Funland—S-hps/tps/qps/pt/hpt-orp/mail-Art Nugent UFS
Woe Pals—6tw/S-6tw/43x2 ½"-S/hpt/tps/qph-orp-Morrie Turner FNS
Willy 'n Ethel—6tw/S-d/21x4 ½"-S/hpt/tps/qph-orp -Joe Martin ..... FNS
***Winnie The Pooh**—7tw-d/4c-S/pt/hps/tps/hpt/qph-orp -Walt Disney ..... KFS
Winnie Winkle—6tw/S-d/43x2"-S/pt/hps/hpt/tps/qps-orp -JKS & Henry Raduta ..... TCS
Winthrop—6tw/S-6tw/43x2 ½"-S/hps/tps/pt/hpt-orp/mail -Dick Cavalli ..... NEA
Wizard Of Id, The—6tw/S-6tw/43x2 ½"-S/hps/tps/pt/qph/hpt-orp -Brant Parker & Johnny Hart ..... FNS
Wright Angles—6tw/S-6tw/43x2"-S/tps/qps/hpt-orp/mail -Larry Wright ..... UFS
Your Newspaper—S-sph-orp/mail ..... JPS
Ziggy—6tw/S-6tw/2c panel-S/hps/tps/qps/hpt-orp/mail-Tom Wilson UPS

10C—COMICS (Panels)

A Little Leary — 6tw -10 x 2" - orp -Bill Leary ..... LAT
According To Guinness (Guiness World Book Of Records) — 6tw /S - -orp /mail - ..... UPS
Adventures — 7tw -9x2" - orp -Chuck Vadun ..... UFS
Alex In Wonderland — 1tw -7.5" x 2.5" - id./orp/mail -Bob Cordray CNS
All In The Family — 1tw -var - igp /mail -Bill Murray ..... MFS
Amy — 6tw -21x2 1/2" - mail/orp -Jack Tippit ..... RTS
Apple Pie — 1tw -21x4 1/2" - orp -R. David Boyd ..... MOR
Ardith — 6tw /1tw -7"x2"-3 1/2"x5" - igp /mail -Ken Muse ..... DBI
Beautiful — 6tw -11 x 3" - orp -Barbara Jones & Charles Bowen AFS
Belvedere — 6tw -21x4 1/4" - orp -George Crenshaw ..... FNS
Ben Wicks — 6tw -1o2c - orp -Ben Wicks ..... KFS
***Berenstain Bears** — 6tw -2c - orp -Stan and Jan Berenstain ..... KFS
Big Foot — 6tw -circle panel-3 1/2" - orp /mail -Pedro R. Moreno UCS
Big George — 6tw /S -6tw21x4 1/4"-S/tps/hpt - orp -Virgil Partch FNS
Boot — 6tw -var - orp -Craig MacIntash ..... CRO
Brass Tacks — 6tw -10.5 x 2 1/4" - orp -Nick Frising ..... AFS
Brother Juniper — 6tw -21x4 1/4" - orp -Fred McCarthy ..... FNS
Brother Simon & Lucus — 6tw -circ. panel-3 1/2;strip-2 1/4x6 1/2- orp/mail -Pedro R. Moreno ..... UCS
By Murphy's Law — 7tw /1tw -spv - mail -Robert Howell ..... JOS
Calorie Chronicles, The — 6tw -3 1/4"x4" - igp /mail -Ken Muse DBI
Campus Laughter — 6tw -circle panel-3 1/2" - orp/mail -Pedro R. Moreno UCS
Candy Man, The — 1tw -var - igp /mail -Bill Murray ..... MFS
Car Cartoons — 7tw -var - orp - Various Artists ..... SCI
Carmichael — 6tw -10 x 5" - orp -Dave Eastman ..... LAT
Cartoonmix Quarterly — q -var - orp -Frank Baginski ..... CAM
Charlie — 6tw -21x5" - orp -Charles Rodriques ..... TCS
Chris — 6tw -strip-2 1/4x6 1/2;circ. panel 3 1/2- orp/mail -Pedro R. Moreno UCS
Church Chuckles — 1tw -3 1/4"x4" - orp -Chas. Cartwright ..... SM
Citizen Smith — 6tw -21x2 1/2" - mail/orp -Dave Gerard ..... RTS
Classified Comic's — 6tw -var - igp /mail -Joe Burcesh ..... DBI
Concrete Jungle — 1tw -2 col. - id /orp /mail -Dale Patterson ..... CNS
Country Parson — 1tw -1 5/8"x3" - orp -Frank Clark ..... SM
Country Parson, The — 6tw -10x12" - mail/orp /id -Frank Clark RTS
Courthouse Squares — 1tw -1cx3" - orp -John Jarvis ..... CSP
Crocker — 1tw -3cx2" - orp -Jim Erskine ..... CSP
Dennis The Menace — 6tw /S -6tw21x4 1/4"-S/hps/tps/hpt/pt/qph - orp -Hank Ketcham ..... FNS
Dinah Mite — 6tw /1tw -1 7/8"x3" - igp /mail -Joe E. Buresch ..... DBI
Dunagin's People — 6tw /S -6tw22x3 7/8"-S/tps/hpt/qph - orp -Ralph Dunagin ..... FNS
Edge — cont -var - orp /mail -L. J. Kopf ..... MRS
Editorial Cartoons — 1tw -7"x7" - orp /mail -Ron Cobb ..... SAW
Elmer Stoons — 6tw /1tw -4"x3 1/4" - igp /mail -Don Knudson DBI
Elmerstoon — 1tw -20x3 1/2" - orp -Don Knudsen ..... SIE
Entertainment Page — 1tw -ps - orp - ..... SM
Far Side, The — 6tw -21x4 1/2" - orp /mail -Gary Larson ..... CHR
Fenwick — 6tw -19x3 1/2" - orp /mail -Mal Hancock ..... CHR
First The Good News — 6tw /1tw -2"x4 1/2" - orp -Eldon Pletcher DBI
Fletcher The 4 H'r — 1tw -2x3 1/4" - orp -Joe E. Buresch ..... BJE
Flubs & Fluffs — 6tw -19x5" - orp /mail -Jerry Robinson ..... CWS
Foreign Strips — 7tw -var - orp - Various Artists ..... SCI
Fritz — 1tw -ps - orp /id - ..... OPS
Full Disclosure — 6tw -21x4 1/2" - mail -Tony Auth & Paul Szep WPW
Fun Page Cartoon — 1tw -2cx4" - orp - Freelance ..... CSP
Funnyside — 1tw -2cx4" - orp - Freelanced ..... CSP
Geriatrix — 1tw -2 col. - id /orp /mail -Paul Norris & Lyle Swigart CNS
Gino — 6tw -4x4" - orp -Gene Machamer ..... MAC
Girls, The — 6tw -21x4 1/4" - orp -Franklin Folger ..... FNS
Gleeb — 1tw -2 col. - id /orp /mail -Paul Lowney ..... CNS
Global Humor — 7tw -var - mail - Various Authors ..... WPR
Going Down — 7tw /1tw -var - mail -Leonard Bruce ..... JOS
Gold Cartoons — 1tw -qpt - orp - Various ..... OPS
Golden Years — 6tw -circle panel-3 1/2" - orp/mail -Pedro R. Moreno UCS
Good News/Bad News — 6tw -21x4" - orp -Henry Martin ..... TCS
Graffiti — 6tw -1cx3 1/4" - mail/orp - ..... MCN
Grin And Bear It — 6tw/S -6tw21x4 1/4"-S/tps/hpt/qps - orp -George Lichty & Fred Wagner ..... FNS
Guindon — 6tw -21 x 4" - orp -Richard Guindon ..... LAT
Gumdrop — 6tw -21x3 1/2" - orp /mail -Jerry Scott ..... UFS
***Hazel** — 6tw -2c - orp -Ted Key ..... KFS
Health Capsules — 6tw -10x3" - orp/mail -Jud & M. Petti M.D. Hurd UFS
Heathcliff — 6tw/S -6tw2cx4 1/8"-S/hps/tps/pt/qps - mail/orp -George Gately ..... MCN
Herman — 6tw /S -6tw2c panel-S/hps/tps/qps/pt/hpt - orp /mail -Jim Unger UPS
Hieroglyphics — 6tw /1tw -3 1/4"x2" - igp /mail -L. G. Sims ..... DBI
***Hocus Focus** — 6tw -2c - orp -Hal Kaufman & Bob Schroeter ..... KFS
Honeydew — 6tw -9x3" - orp -Henry Gaines Goodman, Jr. ..... GOJ
Howie — 1tw -ps/10c - orp /id -Randy Glasbergen ..... OPS
***Hubert** — 7tw -d/4c-S/tps/hpt - orp -Dick Wingert ..... KFS
Humans — 6tw -13x3" - mail/orp -Bill Harrison ..... CWF
Idea Chaser — 6tw -11 x 2 3/4" - orp -Jerry Langell ..... AFS
It's A Living — 1tw -3 1/4"x3 3/4" - orp -Hal Holland ..... SM
It's For You — 6tw -10.5 x 2 1/4" - orp -Nick Frising ..... AFS
It's Fun Page — 1tw -pt - orp - ..... SM
It's Just A Game — 6tw -21x2 3/4" - mail/orp -Ed Morgan, Jr. ..... RTS
Jackson's Law — 6tw -circle panel-3 1/2" - orp/mail -Pedro R. Moreno UCS
Jellybean — 1tw -10 x 1 1/4" - orp -Bennet and Burkhardt ..... AFS
Jest For Laughs — 1tw -5"x5" - orp -Paul Fung, Jr. ..... SM
***Keeping Up** — 1tw -40x4 1/2" - orp /mail -William Hamilton ..... CHR
Kid Bits — 6tw /1tw /m -22 1/2x5 1/4" - igp /mail -Fred Surace DBI
Kids Only — 1tw -50x10" - orp /mail -M. Zanco ..... DBI
Kids, The — 1tw -2x3/4" - orp -Joe E. Buresch ..... BJE
Kidspet — 6tw -21x4" - orp /mail -Leo White ..... UFS
Knot On Your Life — 6tw -4 1/2"x4" - igp /mail -Don Robb ..... DBI
Kookie The Cook — 6tw /1tw -4"x5 1/2" - igp /mail -Paul Gringle DBI
***Laff-A-Day** — 6tw -1o2c - orp - ..... KFS
Larry's World From Punch — 7tw -var - orp -Larry ..... SCI
***Laugh Time** — 6tw -2c - orp -Bob Schroeter ..... KFS
Legal Limits — 7tw /1tw -var - mail -Larry Sturgis & Leonard Bruce JOS
Leunig's World — cont -var - orp /mail -Michael Leunig ..... MRS
Life In Suburbs — 1tw -3 1/4"x3"-5"x4" - orp -Al Smith ..... SM
Lil' Debbie — 6tw -circ. panel-3 1/2;strip-2 1/4x6 1/2- orp /mail -Pedro R. Moreno ..... UCS
***Little Woman** — 7tw -d/1o/2c-S/tps/hpt - orp -Don Tobin ..... KFS
***Lockhorns**—7tw-d/2c-S/tps/hpt-orp-Bill Hoest ..... KFS
Love Is—6tw-10x3 1/2"-orp-Kim Grove Casali ..... LAT
Lynette The Angel — 6tw -circle panel-3 1/2" - orp /mail -Pedro R. Moreno UCS
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Marmaduke — 6tw /S -6tw21x4"-S/hps/tps/qps/pt/hpt - orp /mail -Brad Anderson ..... UFS
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My Grandma — 6tw -1c - orp -Donna Sott ..... KFS
MO — 1tw -1c - orp -James Whatley ..... ITP
***Nebbishes, The** — 1tw -4c - orp -Herb Gardner ..... KFS
Neighborhood, The — 6tw -21x3 1/4" - mail/orp -Jerry VanAmerongen RTS
Notes — 6tw -9x3" - mail/orp -Penny Barr ..... CWF
Opps — 6tw -var - igp -Oliver ..... NFS
Others' Views — 3tw -var - mail - Various Authors ..... WPR
Our Boarding House — 6tw -21x3 3/4" - orp /mail -Les Carroll & Tom McCormick ..... NEA
Our Fascinating Earth — 6tw -2C - orp -Philip Seff & David C. Baer II ADF
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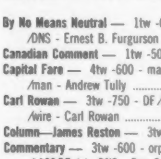

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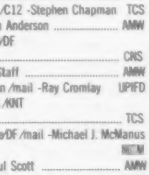
A Minority View

By Walter E. Williams



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Business Wire Newsletter — m -1500/8 1/2 x 11" - mail -Lorry I. Lokey BUS
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Canadian Comment — 1tw -500 - orp /mail -Peter Ward ... SF
Carole Hemingway Column — 2tw -650 - man /C12 /DF /DNS - Carole Hemingway ... LAT
Changing World — 1tw -500/750 - orp /mail/DF /DNS - John Pinkerman ... CNS
Children In The 80's — 1tw -1000/1500 - man - Various Authors MIC
Classified Comments — 1tw -hpt - man -Michael Levine ... TVN
Colman McCarthy Column — 2tw -750 - DF /DNS /wire /mail - Colman McCarthy ... WPW
Column—James Reston — 3tw -750 - wire -James Reston ... NYT-NS
Commentary — 3tw -600 - orp /mail/C12 /p199/DF /wire/DNS - Don Graff ... NEA
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Criswell Predicts — 1tw -500 - mail/orp -Criswell ... MCN
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International Writers Service — 2tw -1000 - wire/mail - ... INW
Isn't It The Truth!—S-500-orp-Carl Riblet, Jr. ... INO
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Joseph Sobran Column — 2tw -700 - man /C12 /DF /DNS - Joseph Sobran ... LAT
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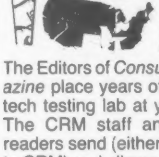

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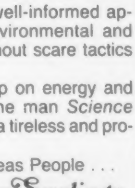

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Mike Peters — 3tw /4tw -33x4 1/2"-46x6" - orp /mail -Mike Peters UFS

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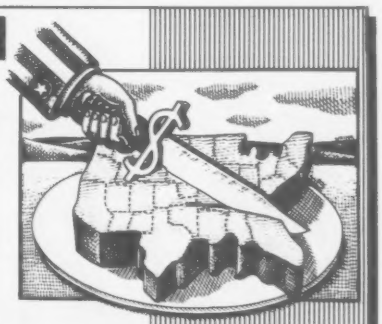

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Political Cartoons — 3tw -3 1/3x4 1/2" - mail/orp -George Danby MCN
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Stampede — S /2tw /cont -21x4.5" - orp /mail -Jerry Palen ..... WST
Stein's Cartoons — 2tw -41.6x4 1/4" - orp /mail -Ed Stein ..... NEA
Taylor Jones Caricatures — 3tw -30 x 9 1/2" - orp -Taylor Jones LAT
Women In Profile — 1tw -48x11" - orp /mail -Pete Hoffman ..... DBI

14B—EDITORIAL ART (Cartoon Panels)

Aislin Political Cartoons — 4tw -4 col. x 6" - orp -Aislin ..... TSS
Andy Donato — 3tw - - mail/orp -Andy Donato ..... CWF
Barron Cartoons — 1tw -4 col. x 6" - orp -Sid Barron ..... TSS
Ben Sargent — 4tw -33x4 1/2" - orp /mail -Ben Sargent ..... UFS
Ben Wicks Cartoons — 6tw -10x3" - mail/orp -Ben Wicks ..... CWF
Beutel Cartoons — 3tw -var - orp /mail -Josh Beutel ..... MIL
Bill Deore — 4tw -qph - mail -Bill DeOre ..... NYT
Bill Garner — 2tw /3tw -33x3 1/2" - orp /mail -Bill Garner ..... UFS
Blaine Cartoons — 3tw -var - orp /mail -Blaine ..... MIL
Bob Englehart Cartoon — 4tw -32 x 6" - orp -Bob Englehart ..... LAT
C.P. Houston Cartoons — 6tw -var - mail/orp -Clyde Houston ..... RTS
Calif. Cartoons — 2tw -3 col. - orp /mail -Scott Stantis ..... CNS
Canadian Features — 1tw -var - mail/orp - Various ..... CWF
Cartoon — 1tw /cont -var - orp /mail -Vivienne Flesher ..... INX
Challenge Drawings — 1tw -20x4 1/8"-33x6 3/4" - orp /mail -Jack Hamm REL
Country Parson, The — 6tw -10x12" - mail/orp /Id -Frank Clark RTS
Curtis Cartoons — 2tw -43 x 5" - orp /mail -Tom Curtis ..... HFS
Dan Wasserman Cartoon — 3tw -22 x 4" - orp -Dan Wasserman LAT
Darcy — 5tw -3c - orp -Thomas Darcy ..... KFS
Dick Wright Cartoons — 4tw -33x4 1/2" - orp /mail -Dick Wright UFS
Don Hesse Cartoon — 5tw -32 x 6" - orp -Don Hesse ..... LAT
Don Wright — 4tw -qph - mail -Don Wright ..... NYT
Doug Wright Cartoon — 1tw -var - orp /mail -Doug Wright ..... MIL
Dwane Powell — 4tw -32 x 6" - orp -Dwane Powell ..... LAT
Edgo — cont -var - orp /mail -L. J. Kopf ..... MRS
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Editorial Cartoon — 1tw -5"x3 1/4"-6 3/4"x4 1/2" - orp -Chuck Stiles SM
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Feiffer — 1tw -5c - orp /mail -Jules Feiffer ..... UPS
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Front Line Features — 1tw -var - mail - ..... FNS
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Gene Basset — 3tw/4tw -33x3 1/2"-42x4 1/2" - orp/mail -Gene Basset UFS
Gibb Cartoons — 1tw -43 x 5" - orp /mail -Tom Gibb ..... HFS
Graphic Impressions — 1tw -var - orp -Sail/Armstrong/Barton/Berman/ Ohanian ..... FNS
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Grondahl's Cartoons — 2tw -41.6x4 1/2" - orp /mail -Calvin Grondahl NEA
Herblock — 5tw -26x6"/40x9" - orp -Herbert L. Block ..... FNS
How To Take The Fun Out Of Driving — cont -varies - orp /Id /mail -Dick Harris ..... HAA
Hulme's Cartoons — 2tw -41.6x4 1/2" - orp /mail -Etta Hulme .... NEA
Humans — 6tw -13x3" - mail/orp -Bill Harrison ..... CWF
Ib Ohlsson's Editorial Art — 1tw -3 drawings var - igp /mail -Ib Ohlsson NIES
Interlink Weekly Reports — 1tw -5000 - mail - Various ..... ILPS
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Jorgy Cartoon — 4tw -42x4 3/4" - orp /mail -Bruce Jorgensen .... IND
Keeping Up — 1tw -40x4 1/2" - orp /mail -William Hamilton ..... CHR
Larrick's Cartoons — 2tw -41.6x4 1/2" - orp /mail -Jim Larrick NEA
Larter Cartoons — 3tw -4 col. x 6" - orp -John Larter ..... TSS
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Life With Robinson — 6tw -32x3 3/8" - orp /mail -Jerry Robinson CWS
Locher — 5tw -43x4 1/2" - orp -Dick Locher ..... TCS
Lou Grant Cartoon — 5tw -32 x 7" - orp -Lou Grant ..... LAT
Lurie — 8tw -3/4c - orp -Ranan Lurie ..... UPS
M. G. Lord — 4tw -3/4c - orp /mail -M. G. Lord ..... UPS
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MacNelly — 3tw -var - orp -Jeff MacNelly ..... TCS
Marlette Editorial Cartoons — 3tw -3c - orp -Doug Marlette ..... KFS
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National Cartoon — 1tw -32 1/2x7" or 21x4 3/8" - orp -R. David Boyd MOR
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Pacific News Service, The — 7tw -var - mail/C12 /DF /DNS /Id - ..... RTS
Paul Conrad Cartoon — 5tw -33 x 6"/22 x 4" - orp -Paul Conrad LAT
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Szep — 3tw -2/3c - orp /mail -Paul Szep ..... UPS
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Uluschak Cartoons — 4tw -var - orp /mail -Edd Uluschak ..... MIL
Vance Rodewalt — 4tw -36x8" - mail/orp -Vance Rodewalt ..... CWF

15—EDUCATION

A Good Book to Read — 7tw /1tw -500/1000 - man -Martin J. Ross LAW
A Problem Today (Math Problems) — 1tw -150 - orp -Gordon ..... SCI
A Teacher Feature—Newspaper Textbook Lessons — , 2tw - var -id /mail - Jackie Kohn ..... TEF

Aesops Fables Retold By Samuel Eppy — 1tw -ps - orp /Id -Samuel Eppy OPS
Ask Aunt Madge — 7tw -var - man -Madge Saksena ..... ASK
Beauty Tips From Hollywood — 1tw -500 - orp - Various Celebrities SCI
Black Giants — 1tw -var - igp /mail -Bill Murray ..... MFS
Build Your Vocabulary — 1tw -100 - orp -Marian House ..... SCI
Building Your Vocabulary — 1tw -spv - orp -J. House ..... OPS
BIPS' Production — 1tw /cont -var - man /igp /mail - ..... BIPS
Campus Reports — 1tw -750-1000 - DF /mail - Various Scholars EDR
Canadian Crossword — 1tw -30x6 1/2" - mail/orp -Marion Morrison CWF
Careers — 3tw -450 - man /C12 /ocra /p199/DF /DNS /mail - Joyce Lain Kennedy ..... SFI
Chicago Tribune Graphics Service — 1tw -var - orp - ..... TCS
College Press Service — 2tw -2500 - man /wire - ..... CPS
Current Events — 1tw -750 - wire -Marvin Lipton ..... TSS
Designs In Nature — 1tw -ps - orp /Id -W. Hearn ..... OPS
Did You Know That — 1tw -hpv - orp /Id -F. Treadgold ..... SCI
Discover Service, The (Excerpts From Discover Magazine) — 1tw - 2000 -C12 /DF /DNS /mail/igp - ..... UPS
Education By Choice — 1tw -var - man /mail -Frank Fortkamp SWD
Education In New York — S -var - mail/Id /igp -Rick Maiman & Rita C. Allen PAN
Education Reports/News Analysis — 1tw -600/1200 - DF /mail - Staff EDR
Education Today — 1tw -var - wire/DNS -Patricia McCormack ..... UPI
Famous Americans — 1tw -1 5/8"x3 1/2" - orp -Kern Pederson ..... SM
Flashback On Canada — 6tw -20x7" - mail/wire/orp -Bob Bowman CWF
How To Be A Better Manager — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Be More Creative — 1tw -500 - man -Dr. Whitt N. Schultz KNF
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How To Use The Gold Mine Between Your Ears — 1tw -500 - man -Dr. Whitt N. Schultz ..... KNF
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John Holt On Education — 1tw -var - man /mail -John Holt ..... SWD
Johnny Wonder — 6tw /S -6tw/43x2"-5/tps/pt/hpt - orp /mail -Dick Roger UFS
Just So Happened — 1tw -3 1/4"x4 1/4" - orp -Kern Pederson ..... SM
Krass & Bernie — 1tw -ps - orp /Id -G. Trosley ..... OPS
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Mini Page, The — 1tw -4pt/ps - orp /mail -Betty Debnam ..... UPS
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Moral Dimensions Behind Headlines — 3tw -500 - mail/man -Rev. William Lester, S.J. ..... LES
Nature's Wonders — 1tw -hps - orp /Id -F. Treadgold ..... SCI
Pacific News Service, The — 7tw -var - mail/C12 /DF /DNS /Id - ..... RTS
Place For Kids — 1tw -20x9" - orp /Id /mail -MacKay Fairfield Tate CWF
Psyche/Cology — 1tw -1000 - igp /mail -Stacey and Martin ..... SAW
Psychology Today — 1tw -600 - orp /mail/C12 /p199/wire/DF /DNS - Editors Of Psychology Today Magazine .... NEA
Re:Sources — 1tw -1000 - igp /mail -Wilcock ..... SAW
Read And Remember — 1tw -50/100 - orp -Gordon ..... OPS
Rest Of The Story — 1tw -350 - man /C12 /DF /DNS /wire - Paul Harvey ..... LAT
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Trivia — 1tw -200 - orp -Natalie Carlton ..... SCI
U.S. News & World Report Text/Graphics — 1tw -var - C12 /igp /ng /wire/DF /DNS /mail - Various ..... NYT
What About Drinking? — 1tw -400 - man /mail -F. M. Seeger ..... DMS
***Where We Stand** — 1tw /S -750/80/25x13 1/4" - orp /man /mail /igp - Albert Shanker ..... AFT
Word Watch — 1tw -425 - man /mail -Howard Dana Shaw ..... FET
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Your Job — 2tw -700 - C12 /wire -Adele Scheele ..... KFS
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16A—ENTERTAINMENT (Motion Pictures)

Ask Dick Kleiner — 1tw -600 - orp /mail/C12 /p199/wire/DF /DNS - Dick Kleiner ..... NEA
Ask Them Yourself — S -pt - man -Anita Summer ..... SUM
At The Movies — 3tw -500 - mail/wire -Ron Base ..... TSS
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Broadway Vignettes — 1tw -qps - man /id -Barbara Varas ..... AMF
Cash Box Confidential — 1tw -550 - mail/C12 /DF /DNS /igp - George Albert ..... RTS
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Celebrity Interviews — 1tw -1500/var - man /igp /mail -Elliott Kravetz IPN
Celebrity Jokes — 1tw /7tw -qpt - orp - Various ..... OPS
Cinema Talks — cont/m -500/var - man /igp /mail -Paula Royce Graham GPR
Cinemascore — 1tw -250 - man /DF /DNS /wire - Ed Mintz ..... LAT
Coming Attractions — 2tm -var - orp /DF /mail - Staff ..... CIN
Cream Off The Top — 1tw -hpt - mail -Norman(Otis) Richmond RIN
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Dick Miller New York, New York — 1tw/m -1tw-800/m-3000 - man /igp -Dick Miller ..... GAR
Entertainment — S /1tw /m -200/1000 - man / 1 -Alan Cartnal BHB
Entertainment — 1tw -600/700 - orp /mail/DF /DNS - Various Authors ..... CNS
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Entertainment Scene, The — occ -var - mail - Staff ..... IMN
Entertainment Trivia — cont -400 - mail/man /wire -Joel Blumberg SRS
Entertainment Whirl — 1tw -600/650 - man -Chas. J. Brand ..... BAS
Fashion — S /1tw /m -200/1000 - man -Mr. Blackwell ..... BHB
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Filmstar — 1tw -pt - orp /mail/C12 /p199/wire/DF /DNS - Dick Kleiner & Staff ..... NEA
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Footlights & Klieglights — 3tw -500 - orp -Ted Edwards ..... IMS
Griffith News Feature Service — cont -var - orp /id /igp /mail - Staff ..... GRF
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Hollywood Strip — 1tw -650/800 - igp /orp /mail /DF /DNS - Alan Gansberg ..... CNS
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Ladies Home Journal — m -var - id /ng /mail - Various ..... NYT
Lifestyle Package — 1tw -var - wire/DNS - Staff ..... UPI
Magic Carpet Over Broadway — 5tw -qps - man /id -Joe Kaliff AMF
Marilyn Beck's Hollywood — 8tw -700 - DF /DNS /KNT /C12 - Marilyn Beck ..... TCS
Marvin Kitman Show — 2tw -750 - man /C12 /DF /DNS - Marvin Kitman ..... LAT
Mighty Mixtures — 1tw -750/var - orp -Gary Stevens ..... SAG
Mini Movie Reviews — 1tw -var - DF /mail/orp /id /igp - Staff ..... CIN
Movie Review — 1tw -1500/var - man /igp /mail -Jay Kravetz ..... IPN
Movie Views & Reviews — 1tw -var - orp /man /igp -Robert Alan Glover LNI
New Republic, The — 1tw -var - DF /DNS /C12 - ..... FNS
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Rolling Stone Bi-Weekly — 3ps -900/1500 - C12 /wire - Rolling Stone Staff NFS
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Scott's World — 5tw -var - wire/DNS -Vernon Scott ..... UPI
Show Biz — 1tw -21x10" - orp -Herb Bridges ..... MOR
Showbeat — 1tw -600 - orp /mail/C12 /p199/wire/DF /DNS /igp - Dick Kleiner ..... NEA
Star Interviews — 1tw -var - orp -June Finletter ..... SCI
Strobe — 1tw -650 - man -Tim Walter ..... TSI
Sunday Woman — 1tw -var/sup - orp /id /igp /wire/mail - ..... KFS
Suzy — 5tw -750 - DF /DNS /KNT /C12 - Aileen Mehle ..... TCS
Tiger's Beat — 3tw -800 - igp /orp /wire - ..... NFS
Trivia Quiz — 1tw -500 - man /igp /mail -Dan Carlinsky ..... CAR
TV/Pics — 5tw -600 - man -Linda Lewis ..... TEE
Variety Pak Mini — 1tw -var - igp /id /orp /mail - Various ..... CNS
Various — occ -var - man /igp /mail -Dan Carlinsky ..... CAR
Voice Of Broadway — 5tw -850 - C12 /wire -Jack O'Brian ..... KFS
You, Your Child, And Entertainment — 1tw -500 - man /mail -David Nydick DAN
Youth Parade — S /1tw -500 - igp -Reba and Bonnie Churchill ..... CAI

16B—ENTERTAINMENT (Music)

America's Songbag — 1tw -32x4 1/2" - orp /mail -Professor Gomer Pound DBI
Arts Column — S -600 - wire/DF /DNS -Byron Belt ..... NHN
Ask Them Yourself — S -pt - man -Anita Summer ..... SUM
Audio Lab — 1tw -400/500 - wire/man /mail -Gerard Reiskind ..... CWF
Broadway Beat — 1tw -tpt - man /mail -Anita Summer ..... SUM
Broadway Karikatures — 1tw -qps - man /id -Joe Kaliff ..... AMF
Broadway Vignettes — 1tw -qps - man /id -Barbara Varas ..... AMF
Canadian Features — 1tw -var - mail/orp - Various ..... CWF

WHERE WE STAND

A weekly op-ed column by Albert Shanker, internationally prominent educator and labor leader.

Thought-provoking commentaries on current and controversial topics from the president of the American Federation of Teachers:

- tuition tax credits
- school prayer
- teacher competency
- standardized tests
- trends in collective bargaining
- international trade unionism
- federal budget cuts
- politics
- foreign policy

Your paper can carry this outstanding 850-word column each week at no cost.

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Washington, D.C. 20036
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CLASSIFICATIONS OF FEATURES

Cash Box Confidential — 1tw -550 - mail/C12 /DF /DNS /igp - George Albert ... RTS
Celebrity In-depth — 1tw -2000/3000 - man/igp/DF -Colin Dangaard INF
Country Music — 2tw -800 - DF /DNS /C12 /igp - Jack Hurst ... TCS
Country Rhythms — 2tw -800 - mail/igp /wire /DF /DNS - John Lomax, III ... UFS
Cream Off The Top — 1tw -hpt - mail -Norman(Otis) Richmond RIN
Critic-at-Large — 1tw -750 - orp /mail/C12 /p199/wire/DF /DNS /igp - David Handler ... NEA
Bateline America — 1tw -800 - man -Jeffrey Blyth ... ITP
Diasporic Music — 1tw -hpt - mail -Norman(Otis) Richmond ... RIN
DISCussion — 1tw -var - man /igp -Joe Kaliff ... AMF
Entertainment — 1tw -600/700 - orp /mail/DF /DNS - Various Authors ... CNS
Entertainment Mini Pkg. — 1tw -var - igp /id /orp /mail - Various Authors ... CNS
Entertainment Whirl — 1tw -600/650 - man -Chas. J. Brand ... BAS
Footlights & Klieglights — 3tw -500 - orp -Ted Edwards ... IMS
Getting-It-Together — 1tw -var - orp /man /mail -Don Fass ... GNC
Hollywood Headliners — 1tw -600 - orp /mail/DF /DNS - Nancy Anderson ... CNS
Hollywood Hotline — 1tw -2 col/600 - igp /orp /mail /DF /DNS - Nancy Anderson ... CNS
Hollywood Strip — 1tw -650/800 - igp /orp /mail /DF /DNS - Alan Gansberg ... CNS
Hollywooding — 1tw -600 - orp /mail/DF /DNS - Jack Martin ... CNS
In Hollywood — 3tw -19.09 x 11" - orp -Bill Lane ... WOR
Jazz — 1tw -var - mail/igp /id -Bruce Klauber ... NNB
Lifestyle Package — 1tw -var - wire/DNS - Staff ... UPI
Lisa Robinson — 2tw -500 - C12 /wire/DF /DNS /mail - Lisa Robinson ... NYT
Magic Carpet Over Broadway — 5tw -qps - man /id -Joe Kaliff AMF
Mighty Mixtures — 1tw -750/var - orp -Gary Stevens ... SAG
Music Box, The — cont -500 - man /mail/wire -Michael Quinones SRS
Music In N.Y.C. — S -var - mail/id -Maria Bastone ... PAN
Music On Record — 1tw -var - orp /man -Homer F. Edwards ... LNI
New York Times Magazine — S -2000 per 2-3 articles, sup - C12/igp/wire /DF /DNS /mail - Various ... NYT
Newsfeature — 7tw -800 - wire/DF - Various ... REU
Nostalgia Notes — 1tw -600 - man /mail -Thurlow O. Cannon ... CAN
On Bleecker Street — 1tw -600/800 - orp /man /mail -Deanna Baron GNC
On The Rocks — 1tw -300 - man /mail -Lee Branst ... DBI
Platinum Rainbow, The — 1tw -450 - igp /man /mail -James Riordan RPT
Pop Music Column — S -600 - wire/DF /DNS -George Kanzler ... NHN
Pop Scene — 1tw -sup - wire/DF /DNS /mail - Dan and Barbara Lewis ... UFS
Rated G — occ -800/var - man /id /orp -Lucinda ... NPS
Record Review — 1tw -1500/var - man /igp /mail -Jay Kravetz ... IPN
Records And Tapes In Review — occ -var - mail - Staff ... IMN
Rock — 1tw -hpt - mail/igp /id -Lorena Alexander ... NNB
Rock — 1tw -500 - wire -Peter Goddard ... TSS
Rock News — 1tw -300 - man /igp /mail -Denis Degher ... RPT
Rock Tracks — 1tw -200 - orp /mail - ... MCN
Rock Trivia — 1tw -150 - man /igp /mail -Denis Degher ... RPT
Rock-Pop — 1tw -600 - man /igp /mail -Denis Degher ... RPT
Rock-Pop Poll — sea -150 - man /igp /mail -James Riordan ... RPT
Rockphoto — 1tw -50 - mail/man /igp -Steve Adler ... RPT
Rolling Stone Bi-Weekly — 3ps -900/1500 - C12 /wire - Rolling Stone Staff ... KFS
Rolling Stone, Music & Youth Culture — 3tw -800 - igp /C12 /wire - Rolling Stone Staff ... KFS
Sound Sense — 1tw -450 - man /id /mail -Denis Degher ... RPT
Sounds — 1tw -var - orp /man -Patrick Gilbert ... LNI
Stereo Equipment — occ -var - mail - Staff ... IMN
Strictly Classical — 1tw -650/800 - orp /mail/DF /DNS - King Durkee ... CNS
Strobe — 1tw -650 - man -Tim Walter ... TSI
Tiger's Beat — 3tw -800 - igp /orp /wire - ... KFS
Under Twenty — 5tw -200 - DF /mail/igp -Kurt Lassen ... CF
Variety Pak Mini — 1tw -var - igp /id /orp /mail - Various ... CNS
Various — occ -var - man /igp /mail -Dan Carlinsky ... CAR
Voice Of Broadway — 5tw -850 - C12 /wire -Jack O'Brian ... KFS
Weekly Music Survey — 1tw -var - man /mail -Elliott Kravetz ... IPN
World Of Music — 1tw -500/700 - igp /orp /mail /DF /DNS - Robin Welles ... CNS

16C—ENTERTAINMENT (Television/Radio)

Ask Dick Kleiner — 1tw -600 - orp /mail/C12 /p199/wire/DF /DNS - Dick Kleiner ... NEA
Ask Them Yourself — S -pt - man -Anita Summer ... SUM
Assignment: Television — 1tw -750 - C12 /DF /DNS /mail - Terrence O'Flaherty ... CHR
Behind The Tube — S /1tw /cont -var - orp /man /igp -Jan Marshall RBI
Broadway Beat — 1tw -tpt - man /mail -Anita Summer ... SUM
Broadway Karikatures — 1tw -qps - man /id -Joe Kaliff ... AMF
Broadway Vignettes — 1tw -qps - man /id -Barbara Varas ... AMF
Cable TV Listings — 6tw /S -var - orp /mail - ... TEL
Cable/TV — m -1200 - man /mail -Steve Richards ... TLF
Cablenews — m -1200 - man /mail -Steve Richards ... TLF
Cash Box Confidential — 1tw -550 - mail/C12 /DF /DNS /igp - George Albert ... RTS
Celebrity In-depth — 1tw -2000/3000 - man/igp/DF -Colin Dangaard INF
Celebrity Jokes — 1tw /7tw -qpt - orp - Various ... OPS
Cream Off The Top — 1tw -hpt - mail -Norman(Otis) Richmond RIN
Daytime Dial — 3tw -750 - DF /DNS /mail /C12 - Lynda Hirsch ... FNS
Dick Miller New York, New York — 1tw/m -1tw-800/m-3000 - man/igp -Dick Miller ... GAR
Entertainment — 1tw -600/700 - orp /mail/DF /DNS - Various Authors ... CNS
Entertainment Mini Pkg. — 1tw -var - igp /id /orp /mail - Various Authors ... CNS
Entertainment Whirl — 1tw -600/650 - man -Chas. J. Brand ... BAS
Film & TViewing — 1tw -500/tpt - man /mail -Jay Michaels ... JDL
Flubs & Fluffs — 6tw -19x5" - orp /mail -Jerry Robinson ... CWS
Footlights & Klieglights — 3tw -500 - orp -Ted Edwards ... IMS
Gary Deeb TV — 3tw -750 - DF /DNS /C12 /wire - Gary Deeb ... FNS
Hollywood Features — 1tw -750 - orp /mail/C12 /p199/wire/DF /DNS /igp - Dick Kleiner ... NEA
Hollywood Headliners — 1tw -600 - orp /mail/DF /DNS - Nancy Anderson ... CNS
Hollywood Hotline — 1tw -2 col/600 - igp /orp /mail /DF /DNS - Nancy Anderson ... CNS
Hollywood Inside — 5tw -800 - igp /man -John Austin ... HIS
Hollywood Interview — 1tw -800 - wire/mail -Ian Harmer ... WSL
Hollywood Strip — 1tw -650/800 - igp /orp /mail /DF /DNS - Alan Gansberg ... CNS
Hollywood Week — 1tw -1500 - wire/mail -Ian Harmer ... WSL
Hollywooding — 1tw -600 - orp /mail/DF /DNS - Jack Martin ... CNS
In Hollywood — 3tw -19.09 x 11" - orp -Bill Lane ... WOR
Inside Entertainment — 1tw -500 - wire -Alan Tbicke ... TSS
Inside TV — 1tw -500 - mail/orp -Chris Colby ... MCN
It's On The Tip Of My Tongue — 1tw -500 - man /igp /mail -Dan Carlinsky CAR
Jill Jackson's Hollywood — 1tw -500 - mail/orp -Jill Jackson ... MCN
Knight News Wire — 7tw -var - wire - ... TCS
Ladies Home Journal — m -var - id /ing /mail - Various ... NYT
Lifestyle Package — 1tw -var - wire/DNS - Staff ... UPI
Los Angeles Times-Washington Post News Service — 7tw - var -wire/DF /DNS - ... LAT-WP
Magic Carpet Over Broadway — 5tw -qps - man /id -Joe Kaliff AMF
Main Street Subjects — 5tw -pt - man /mail -Robert I. Queen ... PWS
Marilyn Beck's Hollywood — 8tw -700 - DF /DNS /KNT /C12 - Marilyn Beck ... TCS
Marvin Kitman Show — 2tw -750 - man /C12 /DF /DNS - Marvin Kitman ... LAT
Mighty Mixtures — 1tw -750/var - orp -Gary Stevens ... SAG
New York Times Magazine — S -2000 per 2-3 articles, sup - C12/igp/wire /DF /DNS /mail - Various ... NYT
Newsfeature — 7tw -800 - wire/DF - Various ... REU
Nostalgia Notes — 1tw -600 - man /mail -Thurlow O. Cannon ... CAN
Off Set — 1tw -600 - wire/mail -Ian Harmer ... WSL
On The Air Column — 3tw -800 - DF /DNS /wire /mail - Tom Shales ... WPW
People In The News — 1tw -1500/var - man /ing -M. J. Cahill ... TFS
Pinup Photos — cont -var - igp /mail -Arthur S. Green ... GRE
Point of View — 1tw -600/800 - orp /mail/DF /DNS - Don Freeman ... CNS
Prime Time Tips — 1tw -600 - igp /DF /DNS /man /C12 - Paul Henniger ... LAT
Private Eye, The — 1tw -600 - orp /mail/C12 /p199/wire/DF /DNS /igp - David Handler ... NEA
Reba and Bonnie Churchill Reporting — S /1tw -700 - mail -Reba and Bonnie Churchill ... CAI
Rex Reed — S -1200 - DF /DNS /KNT /C12 - Rex Reed ... TCS
Rock Tracks — 1tw -200 - orp /mail - ... MCN
Roderick Mann Column — 3tw -800/S1200 - man /C12 /DF /DNS /wire - Roderick Mann ... LAT
Ron Alridge TV Column — 3tw -600 - DF /DNS /KNT /C12 - Ron Alridge ... TCS
Showbeat — 1tw -600 - orp /mail/C12 /p199/wire/DF /DNS /igp - Dick Kleiner ... NEA
Shows To Watch — 7tw -700 - man /C12 /DF /DNS /wire - Paul Henniger ... LAT
Showtime — 1tw -ps - mail/orp /id - Staff ... UFS
Shull's Mailbag — 6tw -300 - man /mail -Richard K. Shull ... IPS
Soap Opera Bubbles Gossip — 1tw -400 - orp /mail -Seli Groves MCN
Soap Opera Recaps And Previews — 1tw -500 - orp/mail -Seli Groves MCN
Soap Opera Scene — 1tw -800/900 - C12 /igp /wire -Steven H. Scheuer KFS
Speaking Of Soaps — 3tw -9x9 3/4" - orp /mail/wire -Mary Ann Cooper SOS
Star Interviews — 1tw -var - orp -June Finletter ... SCI
Strobe — 1tw -650 - man -Tim Walter ... TSI
Suzy — 5tw -750 - DF /DNS /KNT /C12 - Aileen Mehle ... TCS
Switching On — 2tw -800 - C12 /DF /id /mail/DNS - John Teets ... UPS
T.V. Key Previews — 7tw -500/600 - igp /C12 /wire -Steven H. Scheuer KFS
T.V. Keynotes — 4tw -650/700 - igp /C12 /wire -Steven H. Scheuer KFS
T.V. Mailbag — 4tw -500/600 - C12 /wire -Steven H. Scheuer ... KFS
Tele-Log Grids — 6tw /S -var - orp /mail - ... TEL
Tele-Log Grids — 6tw /S -var - orp /mail - ... UFS
Tele-Log Rolling Logs — 6tw /S -var - orp /mail - ... TEL
Tele-Log Rolling Logs — 6tw /S -var - orp /mail - ... UFS
Tele-Log Titles Log — 6tw /S -var - orp /mail - ... TEL
Tele-Log, Local Listings — 6tw /S -var - orp /mail - ... UFS
Television Column — 2tw -700 - wire/DF /DNS -Bob Wisehart ... NHN
Television In Review — 7tw -var - wire/DNS -Joan Hanauer ... UPI
Through Channels — 1tw -600 - man /mail -Joey Sasso ... DBI
Tiger's Beat — 3tw -800 - igp /orp /wire - ... KFS
Trivia Quiz — 1tw -500 - man /igp /mail -Dan Carlinsky ... CAR
Tune In Tomorrow — 3tw -600 - wire/DF /DNS /mail/man /igp /C12 - Jon-Michael Reed ... UFS
TV Booklets — 1tw -pt/hpt/hps/hpv - orp /mail - TV Booklets ... TVW
TV Commentary — 1tw -20x5 1/2" - orp /mail -Bente Christensen EDC
TV Crosswords — 1tw -33x7 3/4" - orp /mail - Staff ... UFS
TV Data Grids — 6tw /S -var - orp /mail/wire /DNS /DF - TV Data ... TVD
TV Data Grids — 6tw /S -var - orp /mail/DF /wire/DNS - ... UFS
TV Data Local Listings — 6tw /S -var - orp /mail/wire /DF /DNS - TV Data ... TVD
TV Data Local Listings — 6tw /S -var - orp /mail/DF /wire/DNS - ... UFS
TV Data Rolling Logs — 6tw /S -var - orp /mail/DF /DNS /wire - TV Data ... TVD
TV Data Rolling Logs — 6tw /S -var - orp /mail/DF /wire/DNS - ... UFS
TV From A Woman's View Point — 1tw -var - man/igp -Marcia Michels AMF
TV Listings — 6tw /S -var - orp /mail - ... TEL
TV Listings — 7tw -var - wire - ... TVT
TV Parade—1tw-450-orp/mail-Joan Crosby ... SF
TV Photo Service—1tw-var-orp/mail/igp ... UFS
TV Previews — 6tw /S -var - man /DF /DNS /C12 /p199/mail - ... UFS

Tired of hearing T.V. TALES!

IS SOMEONE TELLING YOU:

- Your listings are in the mail
- We'll be testing next week
- We transmit daily updates
- We can special edit that
- They all went out Federal Express

If they are, then talk to us about wire delivery of quality television listings. We transmit logs and grids for all off air and cable programming.

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Glens Falls, N.Y. 12801
Tel: (518) 793-9608
*A Torrington Industries, Inc. company

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- We sell plus-business ads
- Net your rate
- 52 week contracts
- Most straight matter camera ready including TV listings & features

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ATLAS 2400... No, it's not a health club, but it will improve the well-being of your composing room. Our Atlas system relays listings directly to your computer, error free and fast. Atlas transmits over voice-grade telephone lines.

EXPERIENCE... TV Data is the leading supplier of TV listings throughout the U.S. and Canada. We're professional, dependable and accurate. And that never goes out of style!

TV DATA

Quaker Village / Glens Falls, NY 12801

TOLL-FREE LINE	LOCAL LINE	NEW YORK TIE LINE	TORONTO TIE LINE
(800) 833-9581	(518) 792-9914	(212) 581-3169	(416) 366-9319

CLASSIFICATIONS OF FEATURES

TV Profile — 1tw -var - wire/DNS -Vernon Scott ..... UPI
TV Puzzle — 1tw -var - orp /mail -Naida Dickson ..... DBI
TV Puzzle Package — 4tw -var - orp -Leo White ..... CF
TV Scout — 5tw -200 - wire/DF /DNS /mail/man /orp - Dick Kleiner & Joan Crosby ..... UFS
TV Scout — 5tw -var - wire/DF /DNS /mail/man /igp - TV Scout Staff ..... UFS
TV Scout Reports — 5tw -300 - wire/DF /DNS /mail/man /C12 /p199 - Staff ..... UFS
TV Scout Sketches — 5tw -500 - wire/DF /DNS /mail/man /C12 /p199/igp - Dick Kleiner ..... UFS
TV Starscreen Puzzle — 1tw -21.5x7" - orp /mail/id -Al Kilgore UFS
TV Supplements — 1tw -pt/hpt/hps/hpv - orp/mail - TV Supplements TVW
TV Teaser — 1tw -33x4 3/4" - orp /mail - Staff ..... UFS
TV Today — 7tw -19.09 x 10" - orp -Nan Peters ..... WOR
TV Tonight — 7tw -var - wire/DF /DNS -Judy Flander ..... NYT
TV/Pics — 5tw -600 - man -Linda Lewis ..... TEE
Variety Pak Mini — 1tw -var - igp /id /orp /mail - Various ..... CNS
Various — occ -var - man /igp /mail -Dan Carlinsky ..... CAR
Video Tape Adviser, The — occ -var - mail - Staff ..... IMN
Video Visions — 3tw -750 - igp /man -Eve Austin ..... HIS
Voice Of Broadway — 5tw -850 - C12 /wire -Jack O'Brian ..... KFS
What's On Television — 1tw -var - wire/DNS - Staff ..... UPI

16D—ENTERTAINMENT (Theater)

Ask Them Yourself — S -pt - man -Anita Summer ..... SUM
Broadway Beat — 1tw -1pt - man /mail -Anita Summer ..... SUM
Broadway Box Score — 1tw -var - wire/DNS - Staff ..... UPI
Broadway Is My Beat — 1tw -600 - man /mail -Joey Sasso ..... DBI
Broadway Karikatures — 1tw -qps - man /id -Joe Kaliff ..... AMF
Broadway Vignettes — 1tw -qps - man /id -Barbara Varas ..... AMF
Critic-at-Large — 1tw -750 - orp /mail/C12 /p199/wire/DF /DNS /igp - David Handler ..... NEA
Dick Miller New York, New York — 1tw/m -1tw-800/m-3000 - man/igp -Dick Miller ..... GAR
Entertainment — 1tw -600/700 - orp /mail/DF /DNS - Various Authors ..... CNS
Entertainment — 1tw -var - igp /mail -Bill Murray ..... MFS
Entertainment Mini Pkg. — 1tw -var - igp /id /orp /mail - Various Authors ..... CNS
Entertainment Scene, The — occ -var - mail - Staff ..... IMN
Entertainment Whirl — 1tw -600/650 - man -Chas. J. Brand ..... BAS
Eye On Entertainment Canadian — 1tw -750 - mail/wire -Sid Adilman TSS
Griffith News Feature Service — cont -var - orp /id /igp /mail - Staff ..... GRF
Hollywood Headliners — 1tw -600 - orp /mail/DF /DNS - Nancy Anderson ..... CNS
Hollywood Hotline — 1tw -2 col/600 - igp /orp /mail /DF /DNS - Nancy Anderson ..... CNS
Hollywood Strip — 1tw -650/800 - igp /orp /mail /DF /DNS - Alan Gansberg ..... CNS
Hollywooding — 1tw -600 - orp /mail/DF /DNS - Jack Martin ..... CNS
In Hollywood — 3tw -19.09 x 11" - orp -Bill Lane ..... WOR
Interviews — sea -var - mail -J. Futterman ..... AST
Magic Carpet Over Broadway — 5tw -qps - man /id -Joe Kaliff AMF
Mighty Mixtures — 1tw -750/var - orp -Gary Stevens ..... SAG
New York Times Magazine — S -2000 per 2-3 articles, sup - C12 /igp /wire /DF /DNS /mail - Various ..... NYT
Newsfeature — 7tw -800 - wire/DF - Various ..... REU
On Broadway — 2tw -var - mail/igp /id -Ernest Schier ..... NNB
Pinup Photos — cont -var - igp /mail -Arthur S. Green ..... GRE
Rated G — occ -800/var - man /id /orp -Lucinda ..... NPS
Reba and Bonnie Churchill Reporting — S /1tw -700 - mail -Reba and Bonnie Churchill ..... CAI
Rex Reed — S -1200 - DF /DNS /KNT /C12 - Rex Reed ..... TCS
Rolling Stone Bi-Weekly — 3ps -900/1500 - C12 /wire - Rolling Stone Staff KFS
Strobe — 1tw -650 - man -Tim Walter ..... TSI
Suzy — 5tw -750 - DF /DNS /KNT /C12 - Aileen Mehle ..... TCS
Theater Column — S -900 - wire/DF /DNS -William Raidy ..... NHN
Theater World — 1tw -var - wire/DNS -Glenne Currie ..... UPI
Theatergraham — cont/m -500/var - man /igp /mail -Paula Royce Graham GPR
Tiger's Beat — 3tw -800 - igp /orp /wire - ..... KFS
Variety Pak Mini — 1tw -var - igp /id /orp /mail - Various ..... CNS
Voice Of Broadway — 5tw -850 - C12 /wire -Jack O'Brian ..... KFS

16E—ENTERTAINMENT (TV Program Listings)

Accu-Log TV Cable Listings — 7tw /m -var - orp /mail - ..... TAP
Cable Key — 7tw -760 - wire -Steve Scheuer ..... KFS
Cable Magazine — 1tw /m -var - mail - ..... TAP
Cable TV Listings — 6tw /S -var - orp /mail - ..... TEL
Soap Opera Review — 1tw -600 - mail -Nancy Johnson ..... UFS
T.V. Key Previews — 7tw -500/600 - igp /C12 /wire -Steven H. Scheuer KFS
T.V. Keynotes — 4tw -650/700 - igp /C12 /wire -Steven H. Scheuer KFS
Tele-Log Grids — 6tw /S -var - orp /mail - ..... TEL
Tele-Log Grids — 6tw /S -var - orp /mail - ..... UFS
Tele-Log Rolling Logs — 6tw /S -var - orp /mail - ..... TEL
Tele-Log Rolling Logs — 6tw /S -var - orp /mail - ..... UFS
Tele-Log Titles Log — 6tw /S -var - orp /mail - ..... TEL
Tele-Log, Local Listings — 6tw /S -var - orp /mail - ..... UFS
TV Booklets — 1tw -pt/hpt/hps/hpv - orp /mail - TV Booklets ..... TVW
TV Cable Features — 1tw -var - mail - ..... TAP
TV Data Grids — 6tw /S -var - orp /mail/wire /DNS /DF - TV Data ..... TVD
TV Data Grids — 6tw /S -var - orp /mail/DF /wire/DNS - ..... UFS
TV Data Local Listings — 6tw /S -var - orp /mail/wire /DF /DNS - TV Data ..... TVD
TV Data Local Listings — 6tw /S -var - orp /mail/DF /wire/DNS - ..... UFS
TV Data Rolling Logs — 6tw /S -var - orp /mail/DF /DNS /wire - TV Data ..... TVD
TV Data Rolling Logs — 6tw /S -var - orp /mail/DF /wire/DNS - ..... UFS
TV Grids — 1tw -var - mail - ..... TAP
TV Listings — 6tw /S -var - orp /mail - ..... TEL
TV Listings — 7tw -var - wire - ..... TVT
TV Magazine — 1tw /m -var - mail - ..... TAP
TV Mailbag — 1tw -var - mail - ..... TAP
TV Previews — 6tw /S -var - man /DF /DNS /C12 /p199/mail - ..... UFS
TV Programs Listings — 1tw /7tw -ps/pt/var/sup - - ..... DIC
TV Scout — 5tw -var - wire/DF /DNS /mail/man /igp - TV Scout Staff ..... UFS
TV Scout Reports — 5tw -300 - wire/DF /DNS /mail/man /C12 /p199 - Staff ..... UFS
TV Scout Sketches — 5tw -500 - wire/DF /DNS /mail/man /C12 /p199/igp - Dick Kleiner ..... UFS
TV Supplements — 1tw -pt/hpt/hps/hpv - orp /mail - TV Supplements TVW
TV Tonight — 7tw -var - wire/DF /DNS -Judy Flander ..... NYT
Video Vignettes — 1tw -qps - man /igp -Barbara Varas ..... AMF

17—ETIQUETTE

Homebody Gourmet — 2tw -1000 - igp /orp /man -Mid Paulus ..... MCF
Mind Your Manners — 1tw -500 - man /C12 /DF /DNS - Letitia Baldrige ..... LAT
Miss Manners — 3tw -600 - wire/DF /DNS /mail/man - Judith Martin ..... UFS
Modern Etiquette — 1tw -250 - orp -J. Sherrod ..... SCI
Strassels-Mead Report, The — 3tw -750 - C12 /wire/DF /DNS /mail - Paul N. Strassels & William B. Mead ..... NYT
Suit Yourself — m/s -800 - man -Richard D. Carreno ..... WCH
Why Grow Old? — 6tw -550 - mail/C12 /DF /DNS /igp - Josephine Lowman ..... RTS
Wine And Liquor Uncomplicator (Facts) — 1tw -spv - orp -G. Ford OPS
Woman's World — 1tw -500 - orp -Princess Alexandra ..... IMS
Women Are Asking — S /1tw -400 - mail/igp - ..... CAI
Youth Parade — S /1tw -500 - igp -Reba and Bonnie Churchill ..... CAI

18—FAMILY: Child raising

Around The House With Jan Paul — 1tw -250/500 - man/mim/mail -Jan Paul ..... PAU
Ask Alma — 1tw -450 - orp /mail -Alma ..... SF
Ask Dr. Blaker — 3tw -600 - orp /mail/C12 /p199/wire/DF /DNS - Karen Blaker, Ph. D ..... NEA
Back to School — an -25 0/550 - igp /id /C12 /mail/orp /DF /DNS - Various Authors ..... CNS
Bottom Line, The — 1tw -600/750 - wire/mail -Antoinette Bosco NCF
BIPS' Production — 1tw /cont -var - man /igp /mail - ..... BIPS
Children & Teens — 2tw -400 - DF /mail -Glen C. Griffin, M.D. ..... CF
Coping — 2tm -1200/var - man /C12 /id /mail - Barbara Burtoff ..... BBS
Dear Abby — 6tw -800 - orp /DNS /C12 /mail/DF - Abigail Van Buren ..... UPS
Dear Kidsday — 1tw -400 - man /id /wire /DF - Various ..... PRI
Families Under Stress — 2tw -500 - C12 -William D. Brown, Ph.D. FUS
Family Mini Pkg. — 1tw -var - orp /mail - Various Authors ..... CNS
Family Talk — 1tw -500/650 - wire/mail -Dr. Jim and Mary Kenny NCF
For The Divorced — 1tw -var - orp /mail -Richard Bennett ..... LIS
Getting Along — 2tw -600 - mail/man /orp /wire/DF /DNS - Dr. James Comer & Dr. Alvin Poussaint ..... UFS
In-Sights — 2tw -800 - C12 /DF /DNS /mail - Dr. Walt Menninger ..... UPS
Ladies Home Journal — m -var - id /ing /mail - Various ..... NYT
Liberated Male — 1tw -650 - man /DF /mail -Jim Sanderson ..... SFI
Living With Divorce — 3tw -450 - man /DF /DNS /mail - Virginia Doody Klein ..... SFI
Newsfeature — 7tw -800 - wire/DF - Various ..... REU
On Marriage And Divorce — 1tw -550 - mail/C12 /DF /DNS - Joanne Grant & Dr. Melvyn Berke ..... RTS
Our Children — 1tw -700 - orp /mail/DF /DNS - Willard Abraham, Ph.D. ..... CNS
Parent Awareness Column — 1tw -750 - DF /DNS /wire /mail - Saf Lerman ..... WPW
Parenthood Guidebook — 1tw -9 1/2x8" - orp/mail -Mrs. Strom Thurmond EDC
Parenting — 1tw -400 - mail -William Clifford ..... WCC
Picks — 1tw -var - mail/igp -Andrea Diehl ..... NNB
Psychology Today — 1tw -600 - orp /mail/C12 /p199/wire/DF /DNS - Editors Of Psychology Today Magazine ..... NEA
Q & A Corner Mini — 1tw -var - igp /id /orp /mail - Various ..... CNS
Robin's World — 1tw -400 - man /id /wire /DF - Robin Robinson & Kay Chorao ..... PRI
Single Experience, The — 1tw -300 - man /mail -Joan Keeler ..... IPS
Single Parenting — 1tw -650 - man - Various ..... MIC
Skintalk — 1tw -300 - man /mail -Jon H. Blum, M.D. ..... SKT
Staying Healthy — 2tw -1000 - orp /man /mail -Clarke Hankey, M.D. MCF
Stepparent Forum — 1tw -var - man /mail -Patricia Bennett ..... LIS
Stepping Stones: Just For Stepkids — 1tw -var - man/mail -Patricia Bennett LIC
Sunday Woman — 1tw -var/sup - orp /id /igp /wire/mail - ..... KFS
Test Yourself — 1tw -ps - orp /id -J. Sherrod ..... SCI
The Middle Years — 1tw -550 - mail/C12 /DF /DNS - Ruth Winter ..... RTS
Today's Child — 6tw /1tw -20x9" - mail/orp /igp /wire - Helen Allen ..... CWF
Variety Pak Mini — 1tw -var - igp /id /orp /mail - Various ..... CNS
Woman's World — 1tw -500 - orp -Princess Alexandra ..... IMS
Yardstick, The — 1tw -600/800 - wire/mail -Msgr. George Higgins NCF
Yes You Can(Hints For The Handicapped — 2tw -700 - C12 /wire -Patricia Gailbreaith ..... KFS
You, Your Child, And School — 7tw -500 - man /mail -David Nydick DAN
Young World — 1tw -500/650 - wire/mail -Tom Lennon ..... NCF

19—FASHION

And Sew On — 1tw -500 - id /mail -Alida Macor ..... ASO
Apples — 1tw /cont -pt - mail/igp /id -Apollonia ..... NNB
Beauty — S /1tw /m -200/1000 - man -Allen Edwards ..... BHB
Beauty Digest — 1tw -300 - orp /mail/C12 /p199/wire/DF /DNS - Diane Robbens ..... NEA
Canadian Fashion — 1tw -var - opr /id - Staff ..... TSS
Clotheslines — 1tw -750 - man /C12 /id /DF /DNS - Mary Lou Luther ..... LAT
Dress For Success — 1tw -650 - man /C12 /DF /DNS - John T. Molloy ..... LAT
Fall Fashions — an -25 0/550 - igp /id /C12 /mail/orp /DF /DNS - Various Authors ..... CNS
Fashion — S /1tw /m -200/1000 - man -Mr. Blackwell ..... BHB
Fashion — 3tw -600 - orp /mail/C12 /p199/wire/DF /DNS /igp /id - Florence De Santis ..... NEA
Fashion 'N Figure — m -var - man /mail -Paige Palmer ..... FAS
Fashion Sense — 1tw -700 - man /igp -Lila Nadell ..... FS
Fashionably Speaking — m /occ -500/600/hpt - man /igp /mail -Betty Ommerman ..... BFO
Finds — 1tw -var - mail -Julia Samuels ..... NNB
Inside Fashion — 4tw -900 - mail/igp -Eugenia Sheppard ..... FNS
Keeping You In Stitches — 1tw -ps - orp -Cowan ..... SCI
Ladies Home Journal — m -var - id /ing /mail - Various ..... NYT
Lifestyle Package — 1tw -var - wire/DNS - Staff ..... UPI
***Living Today** — 6tw -400/700 - orp /wire/igp -Joan O'Sullivan ..... KFS
Modas Y Belleza — 6tw -200 - man /igp /mail -I.F.D. ..... UPI/FD
Needles & Pins — 1tw -250 - orp -Righetti ..... SCI
New York Times Magazine — S -2000 per 2-3 articles, sup - C12 /igp /wire /DF /DNS /mail - Various ..... NYT
Other Scenes — 1tw -1000 - igp /mail -Wilcock ..... SAW
Pat's Pointers — 1tw -800 - C12 /id /DF /mail/DNS - Pat Trexler ..... UPS
Paula Royce Graham — cont/1tw/m -500/var - man /igp /mail -Paula Royce Graham ..... GPR
Picks — 1tw -var - mail/igp -Andrea Diehl ..... NNB
Pinup Photos — cont -var - igp /mail -Arthur S. Green ..... GRE
Sew Simple — 1tw -550 - mail/C12 /DF /DNS /id - Eunice Farmer ..... RTS
Sew What's New — 1tw -800 - C12 /DF /id /mail/DNS - Sandra Kelly ..... UPS
She — 3tw -300/500 - igp /mail -Eleanor Lambert ..... FNS
Smart Shopping — 2tw -750 - C12 /igp /DF /mail/DNS - Lori Gray ..... UPS
Spring Fashions — an -25 0/550 - igp /id /C12 /mail/orp /DF /DNS - Various Authors ..... CNS
Suit Yourself — m/s -800 - man -Richard D. Carreno ..... WCH
Sunday Woman — 1tw -var/sup - orp /id /igp /wire/mail - ..... KFS
Why Grow Old? — 6tw -550 - mail/C12 /DF /DNS /igp - Josephine Lowman ..... RTS
Women Are Asking — S /1tw -400 - mail/igp - ..... CAI
Women's Wear Daily & W Feature Package — 5tw -var - mail/igp - Staff FA
Your Fashion Image — 1tw -var - mail -Charlotte Wilkinson ..... YFI
Youth Parade — S /1tw -500 - igp -Reba and Bonnie Churchill ..... CAI

20—FILLERS

According To Guinness (Guiness World Book Of Records) — 6tw /S - -orp /mail - ..... UPS
According To Guinness (From The Guinness World Book of Records) — 6tw - 50 -C12 /DF /DNS /mail - ..... UPS
American Viewpoints — 1tw -1cx3" - orp - Staff ..... CSP
Army Funnies — 1tw -100 - man -Buddy Basch ..... BAS
Around The House With Jan Paul — 1tw -250/500 - man/mim/mail -Jan Paul ..... PAU
As We See It — S -var - mail/igp -Rick and Moish Moran ..... PAN
Ask Aunt Madge — 7tw -var - man -Madge Saksena ..... ASK
Barbs — 7tw -150 - orp /mail/C12 /p199/wire/DF /DNS /id - Phil Pastoret ..... NEA
Beauty Digest — 1tw -300 - orp /mail/C12 /p199/wire/DF /DNS - Diane Robbens ..... NEA
Brainteasers — 1tw -ps - orp /id - Various ..... SCI
Briefs — 1tw -9 1/2x10" - orp /mail - Staff ..... EDC
BIPS' Production — 1tw /cont -var - man /igp /mail - ..... BIPS
Car Keys — 1tw -spv - orp /id -B. Woody ..... OPS

Celebritoe-Hoes — 1tw -100 - man -Buddy Basch ..... BAS
Chases' Calendar — 7tw -350 - man /C12 /DF /DNS - William and Helen Chase ..... LAT
City Editor's Tip Service — 1tw -600 - man -John Clift ..... LAT
Classified Comic's — 6tw -var - igp /mail -Joe Burcesh ..... DBI
Country Parson, The — 6tw -10x12" - mail/orp /Id -Frank Clark RTS
Crown Short Takes — 1tw -600 - DF /DNS /man -Robbins & Assoc. CRO
Cryptoquotes (Coded Quotes) — 1tw -ps - orp -A. House ..... SCI
Designs In Nature — 1tw -ps - orp /Id -W. Hearn ..... OPS
Did You Know That — 1tw -hpv - orp /Id -F. Treadgold ..... SCI
Fantastic Facts — 1tw -ps - orp /Id -F. Treadgold ..... OPS
Fashion — S /1tw /m -200/1000 - man -Mr. Blackwell ..... BHB
Fillers — 1tw -var - orp - Various ..... AMW
Fillers — 1tw -var - id /orp /mail - Various Authors ..... CNS
Fillers — 1tw -var - igp /mail -Bill Murray ..... MFS
Flashback Calendar — 6tw -10.5 x 1 1/4" - orp -Jerry Langell ..... AFS
Fortune Seller — 1tw -ps - orp -Margret Fulton ..... SCI
Glasser Guide — 1tw //1tw /S -ps/hps - orp /man /mail -Selma Glasser GLA
Grassroots Clippings — 1tw -100 - man -Kerwin Hoover ..... HTF
Help, Police! — 1tw -100 - man -Buddy Basch ..... BAS
Historical Fillers — 1tw -800 - orp /mail/DF /DNS - CNS ..... CNS
Inside Story, The — 1tw -400 - man /orp /mail -Bobby Anderson DBI
It Could Be Verse — cont -1cx3" - orp /mail -George Ludcke ..... LUD
It's A-Maze-Ing — 1tw -ps - orp -F. Treadgold ..... SCI
It's On The Tip Of My Tongue — 1tw -500 - man /igp /mail -Dan Carlinsky CAR
Jokes — sea -var - man - ..... BAS
Law Briefs — 7tw /1tw -100/300 - man -Martin J. Ross ..... LAW
Look It Up! — 1tw -var - man /mail -Judson Jerome ..... SWD
Love Song — 1tw -11 x 3" - orp -Ed Jerome ..... AFS
Mazes — 1tw -ps - orp - Various ..... OPS
Mazes — 1tw -ps - orp - Various ..... SCI
More For Your Money Fillers — m -2000 - man /mail -Mike LeFan LEF
More For Your Money — hps -250 - orp -Righetti ..... SCI
Musings — 1tw -50 - orp /mail - Staff ..... SF
News Notes — 1tw -20x7" - orp /mail - Staff ..... EDC
Nit Wit — 7tw -var - man /mail -Robert Thornton ..... THF
Now You Know — 6tw -var - wire/DNS - Staff ..... UPI
Otto Sez — 7tw -10.5x1" - man -Frank Nickens ..... HPS
Penny Thoughts — 6tw -10.5 x 3" - orp -Michael Fortuna & Jackie Spears AFS
Quote/Unquote — 1tw -500 - orp /mail/C12 /p199/wire/DF /DNS /igp - Staff ..... NEA
Read And Remember — 1tw -50/100 - orp -Gordon ..... OPS
Real Names/Reel Names — 1tw -100 - man -Buddy Basch ..... BAS
Records And Tapes In Review — occ -var - mail - Staff ..... IMN
Rest Of The Story — 1tw -350 - man /C12 /DF /DNS /wire - Paul Harvey ..... LAT
Robert's Rules — 7tw -var - man /mail -Robert Thornton ..... THF

Science Quiz — 1tw -ps - orp /Id -F. Treadgold ..... SCI
Senator Soaper — 6tw -400 - wire/DF /DNS /mail/man /C12 /p199 - Doug Larson ..... UFS
Short Takes — 1tw -200 - orp /mail - Staff ..... SF
Shorts & Fillers — 1tw -ps - mail/orp - Staff ..... APN
Shorts/Column Closers — 1tw -600 - orp /mail/C12 /p199/wire/DF /DNS - Staff ..... NEA
Snappy Fillers — 1tw -800/1000 - orp /mail/DF /DNS - Carl Zimmerer ..... CNS
Snippets — 1tw -200 - orp /mail - Staff ..... SF
Solunar Tables — 7tw -var - mail/C12 /DF /DNS - Mrs. Richard Alden Knight ..... RTS
Toloword — 1tw -2c - orp /mail -Julie Quart ..... UPS
Terse Verse — 1tw -ps - orp -Gordon ..... OPS
That's Life — 1tw -100 - man -Buddy Basch ..... BAS
This Day In History — 1tw -300 - C12 /wire -Ralph Hollenbeck .... NFS
This Week In Canada — 1tw -9x9" - wire/mail/orp - ..... CWF
Thoughts — 1tw -100 - orp /mail/C12 /DF /p199/DNS /wire - Staff ..... NEA
Tickle Box — 7tw -spv - orp /Id -Ted Trogdon ..... OPS
Timeless Tidbits — 1tw -var - orp - Various ..... AMW
Today's Chuckle — 6tw -20 - man /C12 /DF /DNS - Beulah Collins ..... LAT
Trivia — 1tw -1cx16" - orp - Staff ..... CSP
Trivia — 1tw -200 - orp -Natalie Carlton ..... SCI
Trivia Quiz — 1tw -500 - man /igp /mail -Dan Carlinsky ..... CAR
Uncommon Quotations — cont -var - man /ocra/mail -Gary Christiansen DBI
Vantage Point — 1tw -100 - man /mail -Bern Williams ..... DBI
Variety Pak Mini — 1tw -var - igp /Id /orp /mail - Various ..... CNS
Washington Notes — 1tw -20x6" - orp /mail - Staff ..... EDC
Weekend Chuckle — 1tw /S -25 - man /C12 /DF /DNS - Beulah Collins ..... LAT
What Ever Happened To — 1tw -100 - man -Buddy Basch ..... BAS
Will Rogers Says—5tw-10x12"-mail/C12/DF/DNS/orp-Bryan Sterling (Editor) ..... RTS
Wine And Liquor Uncomplicator (Facts)—1tw-spv-orp-G. Ford ..... OPS
Wireless Flash—2tw-40 at 100-orp/mail ..... CNS

Wish I'd Said That — 1tw -150 - orp /man /mail -Adrian Noskiddle DBI
Wonderword — 6tw /S -5/tps/hpt - orp /mail -Jo Quellet ..... UPS
Words Words Words — 3tw -350 - mail/orp -Michael Gartner ..... RTS
World Almanac Q & A — 6tw -150 - orp /mail/C12 /p199/wire/DF /DNS /Id - World Almanac Staff ..... NEA
Would You Believe — 1tw -200 - orp /mail - ..... MCN
Would You Believe..? — cont -var - man /orp /mail -Fred Philcox CDF
Wouldn't It Be Nice If — 1tw -spv - orp /Id -G. Litt ..... OPS
You, Your Child, And School — 7tw -500 - man /mail -David Nydick DAN
You, Your Child, And Sports — 1tw -500 - man /mail -David Nydick DAN
You, Your Child, And Entertainment — 1tw -500 - man /mail -David Nydick DAN

21—FOOD

Along The Food And Wine Trail — 2tm -600 - orp /man -Radford and Rosemary Bascome ..... BA
Answers — 1tw -500/750 - man -Tom Neuhaus ..... NHF
Around The House With Jan Paul — 1tw -250/500 - man/mim/mail -Jan Paul ..... PAU
Beard On Food — 1tw -800 - C12 /DF /DNS /mail - James A. Beard ..... UPS
Better Homes And Gardens Countertop Cookery — 1tw -var - mail/C12/DF /DNS /Id /igp - Betty Grayson (Editor) ..... RTS
Blue Plate Special — 6tw /1tw -3 1/2"x5" - igp /mail -Bob Bowie DBI
Bob Bana On Wine — 1tw -500 - man -Bob Dana ..... NEW
Bungling Chef, The — 1tw -500/750 - man -Tom Neuhaus ..... NHF
Butcher, The — 1tw -750 - C12 /Id /DF /DNS /mail - Merle Ellis ..... CHR
Calorie Conscious Cook — 1tw -700 - man /mail -Dee Payne ..... FET
Calorie Countdown — 1tw -300 - orp /mail -Susan Duff ..... MCN
Celebrity Cookbook — 1tw -1200 - man /C12 /igp /DF /DNS - Johna Blinn ..... LAT
Chefs Kitchen, The — 1tw -30x12x 1/2" - orp /mail -Chef William Lord CHK
Chicago Tribune Graphics Service — 1tw -var - orp - ..... TCS
Clip 'N' Cook — 1tw -3" x 3" - orp /mail - CNS ..... CNS
Collectors' Items — 1tw -var - orp -Carolyn Anderson ..... AMW
Consumer Food Notebook — 1tw -500 - man /mail -Goody L. Solomon PAI
Cook It Your Way — 1tw -800 - C12 /DF /DNS /mail - Patricia A. Ward (Of Farm Journal) ..... UPS
Cookbook Review — 1tw -600 - ocra/orp -Parris Green ..... TAG
Cookin Good — 1tw -750 - igp /mail -Bradford ..... SAW
Cookin' Good — 1tw -300 - mail/orp -Mrs. Douglas ..... MCN
Cooking Class — 1tw/occ -var - man /mail/igp -Susan Manlin Katzman KSM
Cooking Corner — 1tw -600 - igp /orp /mail /DF /DNS - Various Authors ..... CNS
Cooking Naturally — 1tw -500 - man /mail -Bonnie Mandee ..... SRG
Coupon Clipper — 1tw -600 - orp /mail -June Fuller ..... UFS
Dick Miller New York, New York — 1tw/m -1tw-800/m-3000 - man/igp -Dick Miller ..... GAR
Diet Recipes — 1tw -ps - orp - Various Celebrities ..... SCI
Dining Directory — 1tw /7tw -ps/pt/var/sup - - ..... DIC
Dining In N.Y.C. — S -var - mail/Id /igp -Rick Moran & Rita Allen PAN
Dining Out — 1tw -hpt - mail -Jim Quinn ..... NHB
"Eat And Grow Younger — 24ps -10x30" - orp /Id /mail -Lelord Kordel SPE
"Eat Better And Feel Great! — 6ps -10x30" - orp /Id /mail -Lelord Kordel SPE
Eat Right And Live Longer — 12ps -10x30" - orp /Id /mail -Lelord Kordel SPE
Eat Up And Slim Down — 14ps -10x25" - orp /Id /mail -Lelord Kordel SPE
Eat Your Troubles Away — 15ps -10x30" - orp /Id /mail -Lelord Kordel SPE
Eat Yourself Slim — 1tw -700 - orp /mail/DF /DNS - Shirley Bright Boody ..... CNS

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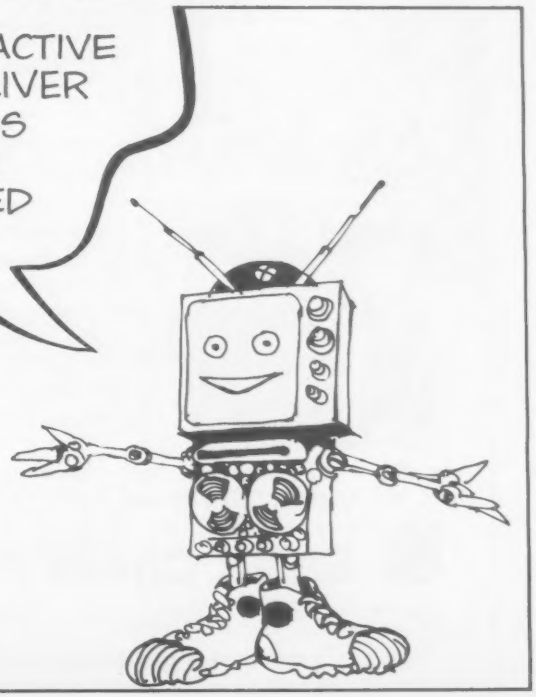

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CLASSIFICATIONS OF FEATURES

Economy In Gastronomy — 1tw -700 - man /mail -Malcolm Hebert FET
Famous Recipes — 1tw -var - orp -J. Sherrod ... SCI
Feel Young Again — 24ps -10x28" - orp /id /mail -Lelord Kordel SPE
Food — S /1tw /m -200/1000 - man -Chef Caruso ... BHB
Food — S /1tw /m -200/1000 - man -Arthur Simon ... BHB
Food — 1tw -700 - wire -Craig Claiborne ... NYT-NS
Food — 1tw -var - wire/DNS -Jeanne Lesem ... UPI
Food Facts — 1tw -var - orp /id - Staff ... LUI
Food For Americans — 3tw -400 - orp /mail/C12 /p199/wire/DF /DNS /igp /id - Aileen Claire ... NEA
Food For Thought Column — 2tw -750 - DF /DNS /wire /mail - Dr. Jean & Jeanne Goldberg R.D. Mayer ... WPW
Food Fun — 6tw /1tw -3 1/2"x5" - igp /mail -Bob Bowie ... DBI
Food Mini — 1tw -var - igp /orp /mail - Various ... CNS
From The Farmer To You — 1tw -500 - C12 -Mitzi Ayala ... CAP
Frying Pan Follies — 1tw -600 - C12 -Carl Larsen ... ASI
Fun In The Kitchen — S /1tw /cont -var - orp /man /igp /mail - Patricia Bosch & Gussie Miller ... RBI
Good Food — 1tw -500 - wire/DF /DNS /mail/man - Leslie Land ... UFS
Gourmet Hints — 2tw -750 - man -Helen Tilton ... TEE
Gourmet/Garden — 1tw -650 - C12 /p199/id -Carole Shaeffer ... ART
Gourmet's Notebook — S -750 - mail -Rebecca Caruba ... CBO
Homebody Gourmet — 2tw -1000 - igp /orp /man -Mid Paulus MCF
Homegrown — 1tw -600 - man /C12 /id /DF /DNS - Terri Gabriell ... LAT
Homes & Gardens Mini — 1tw -var - igp /id /orp /mail - Various ... CNS
How To Buy — 1tw -500/700 - man /mail -Esther Margolius ... PAI
In The Kitchen — an -25 0/550 - igp /id /C12 /mail/orp /DF /DNS - Various Authors ... CNS
Jewish Cooking — 1tw -200 - mim /mail -Norma Barash ... JTA
Kids In The Kitchen — 1tw -550 - man/mail -Susan Manlin Katzman KSM
Kids' Cooking — 1tw -550 - man /mail -Susan Manlin Katzman KSM
Knight News Wire — 7tw -var - wire - ... TCS
Ladies Home Journal — m -var - id /ing /mail - Various ... NYT
Let's Ask The Cook — 3tw -550 - mail/C12 /DF /DNS - Carol McGarvey ... RTS
Lifestyle Package — 1tw -var - wire/DNS - Staff ... UPI
***Living Today** — 6tw -400/700 - orp /wire/igp -Joan O'Sullivan ... KFS
Los Angeles Times-Washington Post News Service — 7tw - var -wire/DF /DNS - ... LAT-WP
Matters of Taste — occ -1200/var - man /C12 /id /mail - Barbara Burtoff ... BBS
Mead On Wine — 1tw /2tw -750/1000 - man /mail -Jerry D. Mead MEE
Microwave Magic — 1tw -650 - orp /mail/DF /DNS - Desiree Vivea ... CNS
Mighty Mixtures — 1tw -750/var - orp -Gary Stevens ... SAG
Millie's Wine Words — 1tw -500 - mail -Mildred Howie ... WCS
More For Your Money Fillers — m -2000 - man /mail -Mike LeFan LEF
***Natural Food Column** — 1tw -500/750 - man /mail -Rosalie Leposky AMC
Naturally — 1tw -750 - C12 /DF /DNS /mail - Sharon Cadwallader ... CHR
Nature's Kitchen — 1tw -600 - wire/DF /DNS /mail/man - Mary S. Durkin ... UFS
Notes From The Wine Country — 1tw -750 - C12 /DF /DNS /mail - Anthony Dias Blue ... CHR
Nutrition — 1tw -400 - orp /mail/C12 /p199/wire/DF /DNS - Gaynor Maddox ... NEA
***Nutrition Cookbook** — 1tw -800 - orp /wire -Philomena Corradeno KFS
Nutrition Hotline — 1tw -500 - wire/DF /man -June Roth ... ROJ
Nutrition Matters — 1tw -750 - mail/wire -Hope and Bright-See TSS
On Wines — 1tw -12x3" - orp -Bill Sonstein ... SON
One Great Dish — 1tw -1000 - DF /DNS /C12 /igp - Roy Andries De Groot ... TCS
Picks — 1tw -var - mail/igp -Andrea Diehl ... NNB
Quick & Diet Gourmet — 2tw -43x12 1/2" - orp /mail -Yvonne Young Tarr UFS
Recipe Clinic — 3tw -750 - man /C12 /ocra /mail - Judy Gorman ... REC
Slim Gourmet — 3tw -500 - wire/DF /DNS /mail/man /orp /C12 /p199 - Barbara Gibbons ... UFS
Special Diets — 1tw -500 - wire /DF /man - June Roth ... ROJ
Star Tested Recipes — 1tw -500 - orp - Staff ... TSS
***Stay Alive Longer** — 21ps -10x30" - orp /id /mail -Lelord Kordel SPE
Sunday Woman — 1tw -var/sup - orp /id /igp /wire/mail - ... KFS
Super Shopping — 1tw -20x10" - mail/orp /wire -Rhonda Maxwell CWF
Supermarket Shopper — 2tw -600 - wire/man /orp /C12 /p199/mail - Martin Sloane ... UFS
Tablehopping — 1tw -tpt - man /mail -Antia Summer ... SUM
The Cartoon Kitchen — 1tw -var - mail -Larry Gonick ... WCS
Thinking Slim — 1tw -500 - orp /mail -Jean Nidetch ... SF
Tips On Tables — 1tw -750 - man -Bob Dana ... NEW
Variety Pak Mini—1tw-var-igp/id/orp/mail-Various ... CNS
Vegetarian View—1tw-750-orp/mail/DF/DNS-Diane Savage ... CNS
Whole Cheese, The — 1tw -750 - C12 /DF /DNS /mail - George Kovatch & Bob Wiskotzil ... CHR
Wine And Dine — 1tw -500 - DF /mail -Robert Jay Misch ... CF
Wine And Liquor Uncomplicator (Facts) — 1tw -spv - orp -G. Ford OPS
Wine Connoisseur — 1tw -700 - man /C12 /DF /DNS - Robert L. Balzer ... LAT
Wine On The Table — 1tw -400 - mail -William Clifford ... WCC
Wine Primer — 1tw -600 - ocra/orp -Mark Pugner ... TAG
Wine Rack, The — 1tw -300 - mail/orp -Bianca St. John ... MCN
Wine Scrapbook — 1tw -600 - mail/man -Mary Lester ... LES
Wine Talk — 1tw -600/700 - orp /mail/DF /DNS - Dan Berger ... CNS
Winetaster's Choice — 1tw -500 - orp -Harold Bearak ... WTC
You're Cooking — 1tw -450 - orp /mail - Staff ... SF
Youth Parade — S /1tw -500 - igp -Reba and Bonnie Churchill ... CAI

22—GAMES (Backgammon/Bridge/Chess/etc.)

A Jackpot A Day!—6tw-var-man/mail-Ferd Aldnch ... CAM
Aces, The — 6tw /S -700 - wire/DF /DNS /mail/man /orp - Bobby Wolff ... UFS
Backgammon By Ward — 1tw -1-2col. - id /orp /mail -Jeff Ward CNS
Better Bridge — 1tw -1 1/2-2 pt/8 1/2 x 11 - man -R. A. Miller MLR
***Bingo** — 7tw /1tw /cont -var - mail - ... EUR
Bridge — 1tw /2tw -600/1000 - man /mail -Carl Brett ... GIN
Bridge — 6tw -300 - orp /mail/C12 /p199/wire/DF /DNS /id - Oswald Jacoby & Alan Sontag ... NEA
Bridge — 7tw -var - id /mail -Alan Truscott ... NYT
Canadian Bridge — 7tw -500 - mail/wire/orp -Ted Horning ... TSS
Canadian Chess — 1tw -500 - mail/wire/id -Lawrence Day ... TSS
Canadian Crossword — 1tw -30x6 1/2" - mail/orp -Marion Morrison CWF
Chess — 7tw -var - id /mail -Robert Byrne ... NYT
Chess Master — 1tw -750 - man /id /igp -George Koltanowski ... GG
Chess Quiz — 7tw -2 1/2"x2 1/2" - man /id /mail -Shelby Lyman BCF
Chess, Shelby Lyman On — 1tw -350/400 - man /C12 /id /DF /mail - Shelby Lyman ... BCF
Contract Bridge — 7tw -500 - wire/orp -B. Jay & Steve Becker ... KFS
Crossword & Games Mini Pkg. — 1tw -var - id /orp /mail - Various Authors CNS
Evans On Chess — 1tw -10 1/2 x 132 - orp /mail -Larry Evans CHE
Fun With Figures—5tw-60/80-man/mail/id/wire-J.A.H. Hunter ... CWF
Goren On Bridge—7tw-600-DF/DNS/orp-Charles Goren and Omar Sharif ... TCS
Hobbies Mini—1tw-var-igp/id/orp/mail-Various ... CNS
***Name Game, The**—cont-var-orp-Ken Hecht ... NGC
***Race Games** — 7tw /1tw /cont -var - mail - ... EUR
Sheinwold On Backgammon — 1tw -250 - orp /man /DF /DNS /wire - Alfred Sheinwold ... LAT
Sheinwold On Bridge — 6tw /S -750 - man /C12 /orp /DF /DNS /wire - Alfred Sheinwold ... LAT
***The Name Game** — cont -var - orp -Ken Hecht ... NGC
Whizword — 1tw -52x6" - mail/orp /id - ... CWF

23—GARDENING (Farming)

Around The House With Jan Paul — 1tw -250/500 - man/mim/mail -Jan Paul ... PAU
Backyard Bounty — 1tw -450 - man /mail -Jan Riggenbach ... JAN
Backyard Gardener — 1tw -500/650 - orp /mail/DF /DNS - Patrick Denton ... CNS
Canadian Gardening — 1tw -450 - orp -Fred Dale ... TSS
Cookin Good — 1tw -750 - igp /mail -Bradford ... SAW
Crockett's Victory Garden — 1tw -var - wire/DNS - ... UPI
Down To Earth — 1tw -600 - man /igp -Walter Masson ... DTE
En Route — 1tw -pt - mail -Andy Edelman ... NNB
Farm Taxes — 1tw -750 - man -Mark E. Battersby ... CLI
Food And Agriculture Affairs — 1tw -550 - mail/C12 /DF /DNS - Lauren Soth ... RTS
From The Farmer To You — 1tw -500 - C12 -Mitzi Ayala ... CAP
Garden — 1tw -2cx5" - orp -Mike Bennett ... CSP
Gardening — 1tw -600/750 - wire/man /mail -John Bradshaw ... CWF
Gardening Series — sea -var - orp /mail/C12 /p199/wire/DF /DNS - Allan A. Swenson ... NEA
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Plants In The Home — 2tw -650/900 - C12 /id /wire -Elvin McDonald KFS
Supplement Features — cont -sup - man /mail - Staff ..... SRG
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24—GOSSIP

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Strobe — 1tw -650 - man -Tim Walter ..... TSI
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Ask Dr. Blaker — 3tw -600 - orp /mail/C12 /p199/wire/DF /DNS - Karen Blaker, Ph. D ..... NEA
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Cookin Good — 1tw -750 - igp /mail -Bradford ..... SAW
Coping — 2tm -1200/var - man /C12 /id /mail - Barbara Burtoff ..... BBS
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The Home Computer — S -var - mail/igp /id -Rick Moran ..... PAN
Travel Box — S -var - id /mail - Vanous ..... NYT
Video Tape Advisor, The — occ -var - mail - Staff ..... IMN
Vitamins — 1tw -ps - orp -J. Huset ..... SCI
Wine Connoisseur — 1tw -700 - man /C12 /DF /DNS - Robert L. Balzer ..... LAT
Workshop — 1tw -200 - C12 /igp -Steve Ellingson ..... UB
Yard Yarns — 1tw -250 - orp -Righetti ..... SCI
You Can Fix It — 1tw -100 - orp /id -Walt Trag ..... SCI
Your Car — 1tw -600 - man /C12 /DF /DNS /wire - Eugene Milmoe ..... LAT
Your Photos — 1tw -750 - man /C12 /DF /DNS /wire - Albert Moldvay ..... LAT

27A—HOUSE & HOME (Decorating)

About Real Estate — 1tw -550 - mail/C12 /DF /DNS - Don G. Campbell ..... RTS
Antiques — 1tw -850 - C12 /p199/DF /igp - Lita Solis-Cohen ..... ART
Around The House With Jan Paul — 1tw -250/500 - man/mim/mail -Jan Paul ..... PAU
Beautiful Homes — 1tw -1000 - orp /man /mail -Mid Paulus ..... MCF
Best Bets & Buys — occ -var - mail - Staff ..... IMN
Creative Crafts — 1tw -500 - man /igp /mail -Dona Z. Meilach MEI
Creative Space — 1tw -500 - wire -David Ferguson ..... TSS
Decor Score — 1tw -550/700 - igp /orp /mail /DF /DNS - Barbara Hartung ..... CNS
Design For People — 1tw -500 - wire/mail/man /DF /DNS /p199/C12 /id - Emily Malino ..... UFS
Designing Woman — 2tw -500 - man /C12 /igp /DF /DNS - Rita St. Clair ..... LAT
Do Your Own Thing — 1tw -200 - C12 /igp -Tom Niekarz ..... UB
Do-It-Yourself & Save — 5tw -22 x 5 1/2"/125 - orp - Reader's Digest Do-It-Yourself Manuals ..... SNS
Family Circle — occ -var - C12 /wire/DF /DNS /mail - Various ..... NYT
Homes & Gardens — an -25 0/550 - igp /id /C12 /mail/orp /DF /DNS - Vanous Authors ..... CNS
Homes & Gardens Mini — 1tw -var - igp /id /orp /mail - Various ..... CNS
House Doctor, The — 1tw -550 - mail/C12 /DF /DNS /id - Herman Baum ..... RTS
Ideas For Interiors — 1tw -300 - mail/orp -Debbie Kunstler, ASID MCN
Ladies Home Journal — m -var - id /ing /mail - Vanous ..... NYT
Leisure Time — S /1tw -600 - igp -Mildred Gibson ..... CAI
Lifestyle Package — 1tw -var - wire/DNS - Staff ..... UPI
Litamail — 1tw -650 - C12 /p199/igp -Lita Solis-Cohen ..... ART
***Living Today** — 6tw -400/700 - orp /wire/igp -Joan O'Sullivan ..... KFS
New York Times Magazine — S -2000 per 2-3 articles, sup - C12/igp/wire /DF /DNS /mail - Various ..... NYT
Picks — 1tw -var - mail/igp -Andrea Diehl ..... NNB
Q & A Corner Mini — 1tw -var - igp /id /orp /mail - Various ..... CNS

CELEBRITY HEALTH NEWS

Henny Youngman

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CLASSIFICATIONS OF FEATURES

Today's Compact Living — 1tw -550 - mail/C12 /DF /DNS /id - Sharon Nelton ..... RTS
Today's Lifestyle — 3tw -750 - orp -Alice Walker ..... TEE
Where You Live — 1tw -250 - orp -Righetti ..... SCI
Workshop — 1tw -200 - C12 /igp -Steve Ellingson ..... UB
Your Family Decorator — 3tw -600 - DF /DNS /C12 /ing - Carleton Varney ..... FNS
Your Home — 1tw -500 - man /C12 /DF /DNS /wire - Carolyn Murray ..... LAT

27B—HOUSE & HOME (House plans)

About Real Estate — 1tw -550 - mail/C12 /DF /DNS - Don G. Campbell ..... RTS
Do Your Own Thing — 1tw -200 - C12 /igp -Tom Niekarz ..... UB
Family Circle — occ -var - C12 /wire/DF /DNS /mail - Various ..... NYT
Home Of The Week — 1tw -600 - mail/wire/id - Staff ..... TSS
Homes & Gardens — an -25 0/550 - igp /id /C12 /mail/orp /DF /DNS - Various Authors ..... CNS
House Doctor, The — 1tw -550 - mail/C12 /DF /DNS /id - Herman Baum ..... RTS
House Of The Week — S -pt/350 - mail/DF /orp /igp - Andy Lang ..... APN
House Plans — 1tw -panel - orp /mail -Gerry Bishop ..... NEA
House Plans — 1tw -600 - orp /mail/id -Gerry Bishop ..... UFS
Ladies Home Journal — m -var - id /ing /mail - Various ..... NYT
Lifestyle Package — 1tw -var - wire/DNS - Staff ..... UPI
"Living Today — 6tw -400/700 - orp /wire/gp -Joan O'Sullivan ..... KFS
Parade Of Homes — 1tw -hps - mail -Carl E. Gaiser ..... PAR
Q & A Corner Mini — 1tw -var - igp /id /orp /mail - Various ..... CNS
Today's Compact Living — 1tw -550 - mail/C12 /DF /DNS /id - Sharon Nelton ..... RTS
Today's Lifestyle — 3tw -750 - orp -Alice Walker ..... TEE
Workshop — 1tw -200 - C12 /igp -Steve Ellingson ..... UB
Your Home—Build & Improve — 1tw -3c/4c - orp -Augustus Suglia & Robert Wilks ..... KFS

27C—HOUSE & HOME (Do-it-yourself)

About Real Estate — 1tw -550 - mail/C12 /DF /DNS - Don G. Campbell ..... RTS
Around The House With Jan Paul — 1tw -250/500 - man/mim/mail -Jan Paul ..... PAU
Beautiful Homes — 1tw -1000 - orp /man /mail -Mid Paulus ..... MCF
Buddy's Workshop — 1tw -2cx4 1/2" - orp -Mike Bennett ..... CSP
Building Bargains — cont -450/6-part series - man/mail -Mark E. Parsons ..... LEF
Clints Hints — 1tw -250 - orp -Righetti ..... SCI
Design For People — 1tw -500 - wire/mail/man /DF /DNS /p199/C12 /id - Emily Malino ..... UFS
Do It Yourself Home Repairs — 1tw -100 - orp /id -Gordon ..... SCI
Do Your Own Thing — 1tw -200 - C12 /igp -Tom Niekarz ..... UB
Do-It-Yourself & Save — 5tw -22 x 5 1/2"/125 - orp - Reader's Digest Do-It-Yourself Manuals ..... SNS
Easy Does It—In Retirement — 2tw -1000 - orp /man /mail -Guy Bartin ..... MCF
Energy Savers — 1tw -200 - orp /id -Larry Eisinger ..... TCS
Energy Savings Helpful Hints — 1tw -spv - orp /id -B. Woody ..... OPS
Family Circle — occ -var - C12 /wire/DF /DNS /mail - Various ..... NYT
Family Workshop — 2tw -500 - DF /DNS /C12 /igp - Ed and Stevie Baldwin ..... TCS
First Aid For The Ailing House — 4tw -500 - wire/DF /DNS /mail/man /id - Roger Whitman ..... UFS
Fix-It Shop — 1tw -200 - id /orp /mail -Lloyd Birmingham ..... MCN
Fix-It-Fast — 1tw -400 - orp /mail/C12 /p199/wire/DF /DNS /id - Staff ..... NEA
Formula, The — 1tw -500 - C12 /DF /DNS /mail - Stark Research Association ..... UPS
Gardening — 1tw -600/750 - wire/man /mail -John Bradshaw ..... CWF
Gourmet/Garden — 1tw -650 - C12 /p199/id -Carole Shaeffer ..... ART
Hand Around The House — 1tw -750 - man /C12 /orp /DF /DNS - A. J. Hand ..... LAT
Here's How — 1tw -400/500 - orp /mail/DF /DNS - Gene Gary ..... CNS
Home Improvement — 1tw -1000 - id /igp /wire /DF /DNS /mail - Bernard Gladstone ..... NYT
Home Repair — 1tw -hps - orp /id -J. Huset ..... SCI
Home Workshop File — 1tw -3cx8 1/2" - orp /id -Larry Eisinger ..... TCS
Homeline — 6tw -500 - man /C12 /DF /DNS - Roberta Matthews ..... LAT
Homes & Gardens — an -25 0/550 - igp /id /C12 /mail/orp /DF /DNS - Various Authors ..... CNS
House Doctor, The — 1tw -550 - mail/C12 /DF /DNS /id - Herman Baum ..... RTS
Household Repair Dictionary — 1tw -bl - orp -Kurt Singer ..... SCI
Household Scrapbook (Hints) — 1tw -100 - orp -Gordon ..... OPS
How — 3tw -500 - DF /DNS /C12 -Lois Libien & Margaret Strong ..... TCS
How Can I Household Hints — 1tw -250 - orp -Gordon ..... OPS
Ladies Home Journal — m -var - id /ing /mail - Various ..... NYT
Let's Make — 1tw /S -29.2x4" - orp -Ben Corey ..... HAR
Lifestyle Package — 1tw -var - wire/DNS - Staff ..... UPI
Make It Yours — 1tw -550 - orp /mail/C12 /DF /DNS /id - Ellen Appel ..... CNS
Mary Ellen's Hints — 3tw -400 - wire/DF /DNS /mail - Mary Ellen Pinkham ..... NYT
Minute Mechanic — 5tw -var/29.2x4" - orp -Ted Dee ..... HAR
More For Your Money — 1tw -450 - man /id /igp /mail - Mike LeFan ..... LEF
More For Your Money Fillers — m -2000 - man /mail -Mike LeFan ..... LEF
Mr. Fix — 1tw -450 - orp /mail/id - Staff ..... SF
Pat's Pointers — 1tw -800 - C12 /id /DF /mail/DNS - Pat Trexler ..... UPS
Polly's Pointers — 5tw -450 - orp /mail/C12 /p199/wire/DF /DNS /id - Polly Fisher ..... NEA
Puttorin' Pete — 1tw -20 x 4" - id /orp /mail -Eldon Frye ..... CNS
Q & A Corner Mini — 1tw -var - igp /id /orp /mail - Various ..... CNS
Recycling — 1tw -19 x 4 1/3" - id /orp /mail -Christopher Nyerges ..... CNS
Sew What's New — 1tw -800 - C12 /DF /id /mail/DNS - Sandra Kelly ..... UPS
Short Cuts — 1tw -hps - orp -A. Legionaire ..... SCI
Sunday Woman — 1tw -var/sup - orp /id /igp /wire/mail - ..... KFS
Super Handyman — 3tw -600 - id /orp /wire /C12 - Al Carell ..... KFS
Things Your Mother Never Taught You — 1tw -800 - DF /DNS /C12 /mail - Jim Reitz ..... UPS
Today's Compact Living — 1tw -550 - mail/C12 /DF /DNS /id - Sharon Nelton ..... RTS
Today's Lifestyle — 3tw -750 - orp -Alice Walker ..... TEE
Workshop — 1tw -200 - C12 /igp -Steve Ellingson ..... UB
You Can Fix It — 1tw -100 - orp /id -Walt Trag ..... SCI
Your Home — 1tw -500 - man /C12 /DF /DNS /wire - Carolyn Murray ..... LAT
Your Home—Build & Improve — 1tw -3c/4c - orp -Augustus Suglia & Robert Wilks ..... KFS

28—HUMOR COLUMNS

A Slice Of Rife — 1tw -300 - man /mail -Joanne Rife ..... DBI
Andy Rooney — 3tw -600 - DF /DNS /C12 -Andy Rooney ..... TCS
Another Look — 2tw -550/600 - C12 /p199/DF /mail - Robert Yoakum ..... YKM
Art Buchwald Column — 3tw -650 - man /C12 /DF /DNS - Art Buchwald ..... LAT
At Wit's End — 3tw -400 - C12 /DF /DNS /mail - Erma Bombeck ..... FNS
By The Kitchen Sunk — 2tw -200/300 - mail -Kay Ratts ..... RTT
Capitol Comedy — 1tw -500 - man -Jack Posner ..... POS
Celebrity Jokes — 1tw /7tw -qpt - orp - Various ..... OPS
Darker Side, The — 1tw -100 - man /mail -Scott Johnson ..... DBI
Defty-Nitions — 1tw -var - orp - ..... AMW
Desde U.S.A. Con Humor — 2tw -250 - man /mail -Aldo Cammarota ..... UPIFD
Dunford — 1tw -19x11" - wire/mail/orp -Gary Dunford ..... CWF
Ed Lowe, Himself — 2tw -750 - wire/DF /DNS /man /mail - Ed Lowe ..... UFS
Graffiti — 1tw -var - igp /mail -Bill Murray ..... MFS
Grassroots Clippings — 1tw -100 - man -Kerwin Hoover ..... HTF
Green & Grassy — 1tw -350 - man -Joe Michaels ..... BEA
Househusband/Family Man — 1tw -400 - man /mail -Chuck Hardwick ..... DBI
Humor — 1tw -var - orp - Various ..... AMW
Humor In Uniform — eow -750 - DF /DNS /C12 /mail - Reader's Digest Special Service ..... SNS
Humoresque — 1tw -100 - mail -Don Alexander ..... ARU
Innocent Bystander, The — 3tw -600 - C12 /DF /DNS /mail - Arthur Hoppe ..... CHR
Inside Story, The — 1tw -400 - man /orp /mail -Bobby Anderson ..... DBI
It Could Be Verse — cont -1cx3" - orp /mail -George Ludcke ..... LUD
It's News To Me — 3tw -600 - C12 /mail -Herb Caen ..... CHR
It's Not Easy — 1tw -var - orp /mail -Carol Lea Clark ..... DBI
Jest Browsing — 3tw -500 - man -Jack Posner ..... POS
John Keasler Column — 4tw -700 - mail/orp /DF /DNS - John Keasler ..... MCN
John Sinor Column — 1tw -450/550 - orp /mail/DF /DNS - John Sinor ..... CNS
Jokes — sea -var - man - ..... BAS
Just Plead Insanity — 1tw -400 - mail -Joyce Fink ..... FIN
Just Supposing' — 1tw -500 - man /orp /mail -Garret Mathews ..... DBI
Lewis Grizzard Column, The — 3tw -550 - mail/C12 /DF /DNS - Lewis Grizzard ..... RTS
Life & Related Subjects — 1tw -750 - man /mail -Dave Barry ..... FET
Life In These United States — eow -750 - DF /DNS /C12 /mail - Reader's Digest Special Service ..... SNS
Mark Russell Column — 4tw -150 - man /C12 /DF /DNS /wire - Mark Russell ..... LAT
Marvin Kitman Show — 2tw -750 - man /C12 /DF /DNS - Marvin Kitman ..... LAT
Mighty Mixtures — 1tw -750/var - orp -Gary Stevens ..... SAG
Miss Manners — 3tw -600 - wire/DF /DNS /mail/man - Judith Martin ..... UFS
Nit Wit — 7tw -var - man /mail -Robert Thornton ..... THF
Offbeat Diary — occ -600 - man -Gladys Besse ..... NWS
On The Lighter Side — 1tw -400 - man -Nina Diamond ..... DIA
Orben's Current Comedy — cont -var - man -Robert Orben ..... COC
Paternity Ward — 3tw -600 - man /mail -D.L. Stewart ..... MCN
Phoenix Nest, The — 1tw -hpt/700 - mail/DF /orp -Martin Levin ..... APN
Pocketful of Wry — 3tw -750 - id /DF /DNS /C12 /mail - Jo Haring ..... SNS
Robert's Rules — 7tw -var - man /mail -Robert Thornton ..... THF
Senator Soaper — 6tw -400 - wire/DF /DNS /mail/man /C12 /p199 - Doug Larson ..... UFS
Shirley Whittington Column — 1tw -700/50x7.25" - orp /mail -Shirley Whittington ..... MIL
Sid Ascher's World — 1tw -750 - man /mail -Sid Ascher ..... ASC
Small Fry Diary — 6tw -var/1cx1" - mail -Nonnee Coan ..... COA
Smiles — 1tw -20x4" - orp /mail - Staff ..... EDC
Soup To Nonsense — 1tw -300/500 - man /mail -Jane Goodsell ..... PAI
The Lighter Side — 2tw -var - wire/DNS -Dick West ..... UPI
Today's Chuckle — 6tw -20 - man /C12 /DF /DNS - Beulah Collins ..... LAT
UnSportsman, The — 1tw -300/400 - man /orp /mail -Rus Bucholz ..... DBI
Vantage Point — 1tw -100 - man /mail -Bern Williams ..... DBI
Various — occ -var - man /igp /mail -Dan Carlinsky ..... CAR
Venice Holmes Column — 1tw -700 - man -Venice L. Holmes ..... HOL
Weekend Chuckle — 1tw /S -25 - man /C12 /DF /DNS - Beulah Collins ..... LAT
What About Drinking? — 1tw -400 - man /mail -F. M. Seeger ..... DMS
Wibberley Papers, The — 2tw -750 - C12 /DF /DNS /mail - Leonard Wibberley ..... CHR
Will Rogers Says—5tw-10x12"-mail/C12/DF/DNS/orp-Bryan Sterling (Editor) ..... RTS
Wish I'd Said That — 1tw -150 - orp /man /mail -Adrian Noskiddle ..... DBI
Words Words Words — 3tw -350 - mail/orp -Michael Gartner ..... RTS
Would You Believe.? — cont -var - man /orp /mail -Fred Philcox ..... CDF

29—LEGAL

Cop & Robber — 3tw -750 - DF /DNS /mail /C12 - Ray Johnson & Rocky Pomerance ..... FNS
Crime Flashback — 1tw -pt - mail/orp /id /wire - Max Haines ..... CWF
Griffith News Feature Service — cont -var - orp /id /igp /mail - Staff ..... GRF
Judge For Yourself — 1tw -3 col/350 - orp /mail/DF /DNS - David Sellers ..... CNS
Law Briefs — 7tw /1tw -100/300 - man -Martin J. Ross ..... LAW
Law Column — S -700 - wire/DF /DNS -Jack Landau ..... NHN
Lawyer's Viewpoint — 1tw -750 - man -John Ritter ..... LBA
Legal Briefs — 5tw -200 - man -John Ritter ..... LBA
Legal Limits — 7tw /1tw -var - mail -Larry Sturgis & Leonard Bruce ..... JOS
Legal Way — 1tw -550 - orp /mail/DF /DNS - Edward Demson ..... CNS
On Marriage And Divorce — 1tw -550 - mail/C12 /DF /DNS - Joanne Grant & Dr. Melvyn Berke ..... RTS
Our Vanishing Liberties — 15ps -10x30" - orp /id /mail -Omar V. Garrison ..... SPE
Point Of Law — 5tw -200 - man -John Ritter ..... LBA
Re:Sources — 1tw -1000 - igp /mail -Wilcock ..... SAW
Specialty Books—Review & Commentary — 2tw -1000 - orp /man /mail -John D. Paulus ..... MCF
Supplement Features — cont -sup - man /mail - Staff ..... SRG
U.S. News & World Report Text/Graphics — 1tw -var - C12 /igp /ing /wire/DF /DNS /mail - Various ..... NYT
Yes You Can(Hints For The Handicapped — 2tw -700 - C12 /wire -Patricia Gailbreaith ..... KFS
You Be The Judge — 5tw -200 - man -John Ritter ..... LBA

30—MAPS & CHARTS

AMEX/NYSE Index (Weekly Chart) — S -var - orp /mail -Ricky D. Wood ..... STO
Background Maps — 1tw -hpt/450 - mail/orp -Tom Hoge ..... APN
Chicago Tribune Graphics Service — 1tw -var - orp - ..... TCS
Daily Stock Market Chart Of The DJIA — 5tw -var - orp/mail -Ricky D. Wood ..... STO
Daily Stock Market Chart Of The NYSE Index — 5tw -var - orp/mail -Ricky D. Wood ..... STO
DJIA/NYSE Index (Weekly Chart) — S -var - orp /mail -Ricky D. Wood ..... STO
Mini-Maps — 3tw -9x2 1/2-18x5-11x3-22x6-28x6-var - igp/mail/wire -John J. Westley ..... DIS
News Graphics — 1tw -var - orp -Lockwood and Lindemuth ..... FNS
Newspictures — 7tw -N.A. - wire - Staff ..... UPI
NEA Graphics — 4tw -var - orp /mail - Staff ..... NEA
NEA Portfolio — 1tw -var - orp /mail - Staff ..... NEA
Solunar Tables — 7tw -var - mail/C12 /DF /DNS - Mrs. Richard Alden Knight ..... RTS
U.S. News & World Report Text/Graphics — 1tw -var - C12 /igp /ing /wire/DF /DNS /mail - Various ..... NYT
Weather Map Forecast — 7tw -var - wire - ..... UPIN

31—MISCELLANEOUS COLUMNS & FEATURES

About People—7tw-var-wire/DNS-Staff ..... UPI
According To Guinness (From The Guinness World Book of Records) — 6tw - 50 -C12 /DF /DNS /mail - ..... UPS
Advice To The Working Woman — 1tw -650 - mail/man/wire -Sam Ion ..... CWF
After Forty Medical Health Column, The (From Better Homes & Gardens) — 1tw - 550 -mail/C12 /DF /DNS /id - Don Cooley ..... RTS
America Inside — 1tw -750 - DF /DNS /C12 /mail - Reader's Digest Special Service ..... SNS
American Heritage — occ -var - C12 /wire/DF /DNS /mail - Various ..... NYT
American Spectator Magazine — m -var - wire/C12 - Staff ..... KFS
Animal Ad Libs — 1tw -200 - orp -Righetti ..... SCI
Answer Place, The — 1tw -600 - orp /mail/DF /C12 /p199/wire/DNS - American Library Association ..... NEA
Art of Feeling Good, The — 3tw -550 - mail/C12 /DF /DNS /id /igp - Dr. Art Mollen ..... RTS
Ask Hagin — 1tw -750 - mail -Bob Hagin ..... PAC
Astrology — 1tw -500 - orp -J. Naylor ..... SCI
Audio Lab — 1tw -400/500 - wire/man /mail -Gerard Reiskind ..... CWF
AMEX/NYSE Index (Weekly Chart) — S -var - orp /mail -Ricky D. Wood ..... STO
Back to School — an -25 0/550 - igp /id /C12 /mail/orp /DF /DNS - Various Authors ..... CNS

Best Of Press — 1tw -9 1/2x6" - orp/mail - Staff ..... EDC
Best Of The Week — 1tw -qpt - orp - Editorials ..... AMW
Bottom Line, The — 1tw -600/750 - wire/mail -Antoinette Bosco NCF
Braintwister — 7tw -ps - orp -Gordon ..... OPS
Broadside, The — qt/occ/sea -var - orp/id/man /igp/mail - J. G. Bumberg ..... GNB
Building Your Vocabulary — 1tw -spv - orp -J. House ..... OPS
Business Shortcuts & Survival Tips — m -sph - man/mail - The ICS Group IBIS
BIPS' Production — 1tw/cont -var - man/igp/mail - ..... BIPS
California Stories — 2tw -3 col./Tues; 2 col./Fri. - orp/mail/DF /DNS - Various Authors ..... CNS
Candle & Mirror — 5tw -100 - man -Fred Dodge ..... MM
Car Keys — 1tw -spv - orp/id -B. Woody ..... OPS
Careers — 3tw -450 - man/C12/scra /p199/DF/DNS/mail - Joyce Lain Kennedy ..... SFI
Celebrity Jokes — 1tw/7tw -qpt - orp - Various ..... OPS
Challenger (Numbers Game) — 7tw -16 x 2 5/8" - orp/mail -Linus Maurer SFI
Chases' Calendar — 7tw -350 - man/C12/DF /DNS - William and Helen Chase ..... LAT
Christmas Mini — an -13 0/550 - igp/id/C12 /mail/orp/DF/DNS - Various Authors ..... CNS
City Editor's Tip Service — 1tw -600 - man -John Clift ..... LAT
Coin Box, The — 1tw -400 - mim/mail -NLG Davis, Norman M. NMD
Commentary — occ -var - orp/mail -Sir Douglas Bader ..... EDC
Cop & Robber — 3tw -750 - DF/DNS/mail /C12 - Ray Johnson & Rocky Pomerance ..... FNS
Coping — 2tm -1200/var - man/C12/id /mail - Barbara Burtoff ..... BBS
Courses By Newspaper — 2ty -var - wire/DNS - ..... UPI
Craft Patterns Home Workshop — 1tw -500 - orp/id/igp /mail - Brian W. Smith ..... CHW
Creative Crafts — 1tw -500 - man/igp/mail -Dona Z. Meilach MEI
Crime Flashback — 1tw -pt - mail/orp/id /wire - Max Haines ..... CWF
Critic-at-Large — 1tw -750 - orp/mail/C12 /p199/wire/DF/DNS/igp - David Handler ..... NEA
Crypto Game — 1tw -spv - orp/id -Righetti ..... SCI
Daily Stock Market Chart Of The DJIA — 5tw -var - orp/mail -Ricky D. Wood STO
Daily Stock Market Chart Of The NYSE Index — 5tw -var - orp/mail -Ricky D. Wood ..... STO
Dear Abby — 6tw -800 - orp/DNS/C12 /mail/DF - Abigail Van Buren ..... UPS
Deploying U.S. Forces — S -spv - DF -Paul Sievers ..... WWN
Der Spiegel — 1tw -var - mail - Various ..... NYT
Diplomatic Pouch — occ -700/1200 - mail -William R. Frye ..... FRY
DJIA/NYSE Index (Weekly Chart) — S -var - orp/mail -Ricky D. Wood STO
Ed Lowe, Himself — 2tw -750 - wire/DF/DNS /man/mail - Ed Lowe ..... UFS
Editor's Quote — 1tw -1cx1 1/2" - orp - Staff ..... CSP
Editorial Research Reports — 5tw/1tw - - mail/DF/DNS -Hoyt Gimlin CQ
Entertainment — S/1tw/m -200/1000 - man/1 -Alan Cartnal BHB
Exploring Other Dimensions — 1tw -500 - man -David Graham GRA
Eyes On Tomorrow — 3tw -10.05 x 12"/8pt - orp -Carol McCoo WOR
Facing South — 1tw -10x7"/ps - orp/id/mail - Various ..... FAC
Fact Or Fantasy — 1tw -600 - man -Frances Scott ..... BAS
Famous Recipes — 1tw -var - orp -J. Sherrod ..... SCI
Fantastic Facts — 1tw -ps - orp/id -F. Treadgold ..... OPS
Feature Story — 1tw -500/1000 - orp/id/igp /mail - Bill Griffith ..... GRF
Fifty Dollars An Idea — 1tw/7tw/S -ps/hps - orp/man/mail -Selma Glasser GLA
Figurits — 1tw -spv - orp -Gordon ..... SCI
File On The Unexplained — 1tw -20x10" - mail/orp -Michael Lucas CWF
Finanical Times: News And Feature Service — 7tw -var - C12/wire/DF /DNS/mail - Various ..... NYT
Five Minute Mysteries — 1tw -500 - orp -C. W. Walker ..... SCI
Flashback Calendar — 6tw -10.5 x 1 1/4" - orp -Jerry Langell ..... AFS
Flashback On Canada — 6tw -20x7" - mail/wire/orp -Bob Bowman CWF
Food And Agriculture Affairs — 1tw -550 - mail/C12/DF /DNS - Lauren Soth ..... RTS
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Needlework — 6tw /S -8.5x8 1/2" - orp /mail/id -Anne Cabot ..... NEA
Pat's Pointers — 1tw -800 - C12 /d /DF /mail/DNS - Pat Treder ..... UPS
Pattern Service, Dress — 6tw /S -51x1 3/8"-52x3" - orp -Sue Burnett UFS
Pattern Service, Needle — 7tw /S -51x1 3/8"-32x1 7/8" - orp -Anne Cabot UFS
Patterns & Needlework — S -hpt - id /orp /mail - Staff ..... NEA
Prominent Designer Dress Patterns — 1tw -2c - id /orp - Various Designers KFS
Sew Simple — 1tw -550 - mail/C12 /DF /DNS /d - Eunice Farmer ..... RTS
Sew What's New — 1tw -800 - C12 /DF /d /mail/DNS - Sandra Kelly ..... UPS
Sew With Flair — 1tw -500 - C12 /d /DF /DNS /mail - Sandra Betzina ..... CHR
Stitchin' Time — 1tw -600 - orp /mail/DF /C12 /p199/wire/DNS - Judy Love & Joanne Schreiber ..... NEA
Stitching Witchery — 1tw -2 col/350 - orp /mail/DF /DNS - Betty Kinser ..... CNS
Sunday Woman — 1tw -var/sup - orp /d /igp /wire/mail - ..... KFS
Workshop — 1tw -200 - C12 /igp -Steve Ellingson ..... UB
Young Originals — 1tw -18x8 1/2" - orp /mail/d - Staff ..... NEA

35—PETS

All About Pets — 1tw -500 - man /C12 /d /DF /DNS - Eleanor Price ..... LAT
Animal Ad Libs — 1tw -200 - orp -Righetti ..... SCI
Animal Doctor — 2tw -600 - man /wire/mail -Dr. Michael Fox ..... UFS

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CLASSIFICATIONS OF FEATURES

Ask Shagg — 1tw -43x2 1/4" - orp -Peter Guren ..... GUR
Ask Your Vet — 3tw -700 - DF /DNS /C12 -Dr. Michael Mitts ..... TCS
BIPS' Production — 1tw /cont -var - man /igp /mail - ..... BIPS
Hobbies Mini — 1tw -var - igp /id /orp /mail - Various ..... CNS
Horsin Around — 1tw -200 - orp -Righetti ..... SCI
Of Course, A Horse — 1tw -550 - orp /mail/DF /DNS - Don Blazer ..... CNS
Pet Articles — m -var - mail -Lady Cassandra ..... AST
Pet Parade — 1tw -450/500 - man /mail -William Patterson ..... PET
Pets Pleasureful — 1tw -300/400 - man /id /mail -Carolyn Luetje DBI
Points On Pets — 1tw -600 - orp /mail/DF /DNS - R. G. Elmore, D.V.M. ..... CNS
Pook Corner — cont -var - mail -Jessica Winston ..... NNB
Q & A Corner Mini — 1tw -var - igp /id /orp /mail - Various ..... CNS
Starry-Pets — m -qpt - mail -Lady Cassandra ..... AST
The Pet Set — 6tw -21 x 4 3/4" - orp -Doug and Jean Borgstedt BOR
Wonderful World Of Animals — 6tw /1tw -500/750 - C12 /id /DF /DNS /mail - Frank Miller, D.V.M. ..... CHR

36—PHOTOGRAPHY

En Route — 1tw -pt - mail -Andy Edelman ..... NNB
Exploring With Your Camera — 1tw -600 - igp -Bill Baughman BAU
Foto File — an -25 0/550 - igp /id /C12 /mail/orp /DF /DNS - Various Authors ..... CNS
Gamma-Liason Photo Service — cont -var - wire/mail - ..... GML
In Focus And Out — 1tw -750 - man /igp /mail -D. J. Herda ..... IPS
Photo Facts — S /1tw /cont -var - orp /man /igp /mail - Dennis Ivy ..... RBI
Photo Info — 1tw -600 - man -Bill Baughman ..... BAU
Photoday — 1tw -750 - igp /mail -Martin ..... SAW
Photography In New York — S -var - mail/id /igp -Rick Maiman PAN
Photojournalism — S -var - mail/id /igp -Rick Moran ..... PAN
Picture This — 1tw -300/500 - igp /mail - ..... KAH
Popular Science Service — m -ps - igp /ing/mail - Popular Science UPIFD
Selling Your Photos — S -var - mail/id /igp -Rick Moran ..... PAN
Through The Lens — 1tw -750 - igp /orp /mail /DF /DNS - Holt Confer ..... CNS
Traveling — 1tw -500 - man -Bob and Sandy Nesoff ..... GSM

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Your Fashion Image — 1tw -var - mail -Charlotte Wilkinson ..... YFI
Your Photos — 1tw -750 - man /C12 /DF /DNS /wire - Albert Moldvay ..... LAT

37—PHOTO SERVICES (Pictures)

BIPS' Production—1tw-var-man/mail/igp ..... BIPS
Canadian Features — 1tw -var - mail/orp - Various ..... CWF
Chicago Tribune Graphics Service — 1tw -var - orp - ..... TCS
Color Picture Transmissions — 5tw - - wire - ..... UPIN
***Florida Travel Topics** — occ /sea -800/1200 - man /igp /mail -George Leposky ..... AMC
Gamma-Liason Photo Service — cont -var - wire/mail - ..... GML
General Photo — 1tw -19x3" or 4" - orp /mail - Staff ..... SF
Griffith News Feature Service — cont -var - orp /id /igp /mail - Staff ..... GRF
Harambe African News Service — 1tw -1000 - mail/wire - ..... HAN
Newspictures — 7tw -N.A. - wire - Staff ..... UPI
Newspictures — 7tw - - cp /tl - ..... UPIN
Newsweek Photo Service — occ -var - igp /ing - Newsweek Staff and Freelancers ..... NIES
NYT Pictures Photo Service — 7tw -var - igp /wire - ..... NYT-P
Photo Associates News Service — 7tw -var - mail/id /igp /wire - Various ..... PAN
Photo Files — occ -var - igp /ing - ..... BAS
Photo Page — 1tw -1-2-3 col. pre-screens - orp /mail - CNS ..... CNS
Photo Service — 7tw -igp - -Paul Malec & Various ..... IMS
Photo Services — 7tw -var - mail - ..... PCC
Photos — 1tw -1cx3"-2cx2 1/2" - orp - Staff ..... CSP
Picture Show — 1tw -ps - mail/igp /orp - Staff ..... APN
Pinup Photos — cont -var - igp /mail -Arthur S. Green ..... GRE
Religion in Review — 1tw -8000 - mail/DF - Staff & Others ..... RNS
Religious News Reports — 5tw -8000 - mail/DF - Staff & Others RNS
Rockphoto — 1tw -50 - mail/man /igp -Steve Adler ..... RPT
Sports View — 1tw -19xvar - orp /mail - Photos ..... SF
Star Group News — cont -var - man /mail -Gary Kubota ..... SRG
Star Photo Sales — 7tw -var - igp - Staff ..... TSS
TV Photo Service — 1tw -var - orp /mail/igp - ..... UFS
Unipix — 5tw - - mail - ..... UPIN
Women's Wear Daily & W Feature Package — 5tw -var - mail/igp - Staff FA
You Saw It Here First! — 1tw -var - igp -Brad Elterman ..... CFI

38—POLLS & SURVEYS

Gallup Poll — 2tw -650 - man /C12 /DF /DNS - George Gallup ..... LAT
Gallup Youth Survey — 1tw -hpt/600 - mail/DF /orp -George Gallup APN
Harris Survey — 2tw -800 - DF /DNS /KNT /C12 - Louis Harris ..... TCS
Rock-Pop Poll — sea -150 - man /igp /mail -James Riordan ..... RPT
U.S. News & World Report Text/Graphics — 1tw -var - C12 /igp /ing /wire/DF /DNS /mail - Various ..... NYT

39A—PUZZLES (Crossword)

Calculator Caper — 1tw -var - mail -Josefa Heiftz ..... WCS
Canadian Crossword — 1tw -30x6 1/2" - mail/orp -Marion Morrison CWF
Canadian Features — 1tw -var - mail/orp - Various ..... CWF
Crossword — 1tw -20x9" - orp /mail -H. L. Risten ..... EDC
Crossword — 1tw -7x3 1/4" - mail/orp - ..... MCN
Crossword — 1tw -21x6 1/2" - orp -Agnes DeSatta ..... MOR
Crossword — 1tw -3 1/4"x4 3/4" - orp - ..... SM
Crossword & Games Mini Pkg. — 1tw -var - id /orp /mail - Various Authors CNS
Crossword Puzzle — 6tw -22x8 1/8" - mail/orp -Nina Cooper ..... APN
Crossword Puzzle — 1tw -2-3 col. - orp /mail - ..... CNS
Crossword Puzzle — 1tw -2cx7" - orp - ..... CSP
Crossword Puzzle — 6tw -21.5x8"-21.5x6 1/2" - orp /mail - Staff NEA
Crossword Puzzle — 1tw -19x6" - orp /mail - Staff ..... SF
Crossword Puzzle With Cryptoquotes — 6tw -2c - orp -Thomas Joseph KFS
Crossword Puzzle With Cryptoquips — 6tw -2c - orp -Eugene Sheffer KFS
Crossword Puzzler — 6tw /S -21x12"/21x7" - orp /mail - ..... UFS
Crosswords — 1tw -qpt - orp -A. Foley ..... SCI
Crucigramas — 6tw -3 x 3" - orp /mail -M. A. Balsa ..... UPIFD
Daily & Sunday Crossword Puzzles — 6tw /S -ps/tps - mail -Eugene T. Maleska (Editor) ..... NYT
Daily & Weekly Crosswords — 1tw /7tw -qpt - orp -Gordon ..... OPS
Front Line Features — 1tw -var - mail - ..... FNS
Jr. Crossword — 6tw -10 x 3 3/4"-20 x 2" - orp -Ed Jerome ..... AFS
Juvenile Picture Crosswords — 1tw -ps - orp /id -Trag and Engleman SCI
Kid First — 1tw -13 1/4"x6 1/2" - igp /mail -Larry Zanco ..... DBI
Kids' Krossword — 1tw -var - orp /mail -Naida Dickson ..... DBI
Los Angeles Times Crossword Puzzle — 6tw /S -21 x 3 1/2"/31 x 5" - orp -Margaret Farrar ..... LAT
New York News Crossword — 6tw -21x8 1/2" - orp -Herb Ettenson (Editor) TCS
NFL Football Puzzle — sea -21x12" - orp /mail - NFL Properties UFS
Observer Crossword Puzzle, The — 1tw -var - mail/orp -Charles Preston RTS
Premier Crossword Puzzle — S -3c - orp -Jo Paquin ..... KFS
Prize Crosswords — 1tw -21x3 1/2" - man /mail/id - ..... UFS
Puzzles — 1tw -var - igp /mail -Bill Murray ..... MFS
Quote Acrostic — 1tw -17 x 6" - orp -Charles Preston ..... LAT
***Spanish Crossword Puzzle** — 6tw -2c - orp -Alfaro ..... KFS
***Spanish Crossword Puzzle** — 6tw -2c - orp -Ramos ..... KFS
Sports Quiz-Cross — 1tw -2c 5 1/2" - orp /mail -Al Power ..... YPI
Sunday Crossword — S -45x5 5/8" - mail/orp -Chet Currier ..... APN
The Daily Crossword — 6tw -21x9" - orp -Herb Ettenson (Editor) TCS
The Sunday Crossword — S -pt - orp -Herb Ettenson (Editor) ..... TCS
Tigo — 6tw -22x4" - orp -Edward Marzo ..... CF
Today's Crossword Puzzle — 6tw /S -21x8 1/2"-35x12" - orp /mail - UFS
TV Crosswords — 1tw -33x7 3/4" - orp /mail - Staff ..... UFS
TV Puzzle — 1tw -var - orp /mail -Naida Dickson ..... DBI
TV Puzzle Package — 4tw -var - orp -Leo White ..... CF

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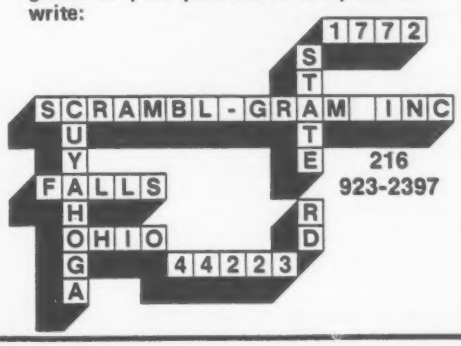

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C	A	N	T	I	N	E	T	T	A	F	A	E
A	A	C	I	T	N	A	L	T	A	B	K	R
P	W	L	R	O	R	O	T	L	E	E	A	O
R	B	E	E	O	E	S	O	R	M	N	S	M
I	I	E	I	D	P	C	F	E	A	I	O	A
C	A	R	A	V	O	O	D	I	R	H	S	T
C	N	J	A	C	Y	N	L	P	T	A	R	L
I	C	B	Z	L	O	A	I	E	I	N	O	I
O	A	E	E	R	E	N	B	A	N	A	T	F
B	H	M	A	N	O	D	A	V	I	N	C	I
C	R	O	D	A	T	S	I	U	Q	N	O	C
S	E	T	N	A	D	O	N	L	A	N	D	S
L	A	N	O	I	T	A	N	R	E	T	N	I

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ACROPOLE ✓
BENIHANA
CANTINETTA
CAPRICCIO
CARA
CONQUISTADOR ✓
DELA MANO
DOCTORS
EL TORO ✓
INTERNATIONAL
MARTINI

PUZZLE NO. 4

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CLASSIFICATIONS OF FEATURES

TV Starscreen Puzzle — 1tw -21.5x7" - orp /mail/d -Al Kilgore UFS
TV Teaser — 1tw -33x4 3/4" - orp /mail - Staff UFS
Uncle Art's Funland — S -hps/tps/qps/pt/hpt - orp /mail -Art Nugent UFS
We Remember — 1tw -var - orp /mail -Naida Dickson DBI
Zany Crossword — 1tw -var-32x9 1/2" - orp /mail -Naida Dickson DBI

39B—PUZZLES (Quizzes)

America's Songbag — 1tw -32x4 1/2" - orp /mail -Professor Gomer Pound DBI
Ask Aunt Madge — 7tw -var - man -Madge Saksena ASK
Benchwarmers Sports Trivia — 1tw -1-2 col. - id/orp/mail -Bob Alexander CNS
Challenger (Numbers Game) — 7tw -16 x 2 5/8" - orp/mail -Linus Maurer SFI
Crossword & Games Mini Pkg. — 1tw -var - id/orp/mail - Various Authors CNS
Divulguelo — 6tw -3 x 4" - orp /mail -Ed G. Foladori UPIFD
Do You Know Who I Am — 1tw/6tw -2"x7" - igp/mail -Bob Ferguson DBI
Figurits — 1tw -spv - orp -Gordon SCI
Find The Errers Puzzle — 1tw -ps - orp /d -F. Hayes SCI
Finish The Picture Puzzle — 1tw -ps - orp /d -W. Trag SCI
Five Minute Mysteries — 1tw -500 - orp -C. W. Walker SCI
Fortune Seller — 1tw -ps - orp -Margret Fulton SCI
Fun Bug — 1tw -3 1/4"x4 1/2" - orp -How Rands SM
Fun Spot, The 3-in-1 Puzzle — 1tw -21 x 3 1/2" - orp - AFS
Fun With Figures — 5tw -60/80 - man /mail/d /wire - J.A.H. Hunter CWF
***Hocus Focus** — 6tw -2c - orp -Hal Kaufman & Bob Schroeter KFS
How Many? — 1tw -ps - orp /d -Engleman SCI
It's Different — 1tw -3 1/4"x4 1/2" - orp -How Rands SM
It's On The Tip Of My Tongue — 1tw -500 - man /igp/mail -Dan Carlinsky CAR
***Junior Whirl** — S -tps/hpt - orp -Hal Kaufman KFS
Kid First — 1tw -13 1/4"x6 1/2" - igp /mail -Larry Zanco DBI
Las Siete Diferencias — 6tw -3 5/8 x 3 5/8" - orp/mail -B.A. De Rosa UPIFD
Memory Quiz — 6tw -125 - mail -Donald Saltz QUF
Minit Doodle — 6tw -10.5 x 2 1/2" - orp -Louis Magila AFS
Modern Sherlock Holmes (Mystery) — 1tw -500 - orp -J. Sherrod SCI
No Esta De Mas Saber — 6tw -3 x 4 1/4" - orp /mail -Ruben Falah UPIFD
Number Game — 1tw -22 x 1 1/4" - orp -Ed Jerome AFS
People Comps — 7tw -6tw-24x5"/S-24x6" - orp -F. James W. Lazenby SSI
Real Puzzle, The — 1tw -var - orp /mail -Don Rubin UFS
Rock Trivia — 1tw -150 - man /igp /mail -Denis Degher RPT
Solve-A-Crime — 1tw -500 - orp -Gordon SCI
Solve-A-Problem — 1tw -hps - orp -Gordon Trag SCI
Sports Quiz — 5tw -1 col. - id /orp /mail -Dick Wright CNS
Sunday Woman — 1tw -var/sup - orp /d /igp /wire/mail - KFS
Test Your Horse Sense — 7tw -100 - DF/DNS/C12 -Chester Allen Marshall TCS
Test Yourself — 1tw -ps - orp /d -J. Sherrod SCI
Think You Know? — 6tw -19x4 3/8" - orp /mail -John Langton CWS
Three Quizes — 1tw -9 1/2x11" - orp /mail - Staff EDC
Tiny Times — 1tw -16x 3/4"x11 1/4" - igp/mail - Tiny Features Inc. DBI
Triva Quiz — 1tw /6tw -7"x2" - igp /mail -Jack Warren DBI
Trivia I.Q. — 1tw -85 - DF /mail -Kevin Keene CF
Trivia Quiz — 1tw -500 - man /igp /mail -Dan Carlinsky CAR
Trivia Quiz — 6tw -125 - mail -Donald Saltz QUF
TV Star Scramble — S -21x6 - orp - Staff WHI
Uncle Art's Funland — S -hps/tps/qps/pt/hpt - orp /mail -Art Nugent UFS
Various — occ -var - man /igp /mail -Dan Carlinsky CAR
You Be The Judge — 5tw -200 - man -John Ritter LBA
You're The Detective — hps -500 - orp -Righetti SCI

39C—PUZZLES (Word Games)

Anagrams — 1tw -var - igp /mail -Bill Murray MFS
Birthday Game, The — 7tw /cont -var - mail -Lionel S. Jackson, Jr. BDG
Blue Plate Special — 6tw /1tw -3 1/2"x5" - igp /mail -Bob Bowie DBI
Blue Plate Special — 1tw /cont -22x7 1/2" - orp /man /mail -B. Bowie & N. Dickson DBI
Boggle Challenge — 7tw -21x26"/11x38" - orp -Parker Brothers FNS
Bonus-Word Puzzle — 1tw /cont -32x6" - orp /mail -Naida Dickson DBI
Brain Teasers — 1tw -qpt - orp /d - Various Authors OPS
Brainteasers — 1tw -ps - orp /d - Various SCI
Braintwister — 7tw -ps - orp -Gordon OPS
Celebrity Cipher — 6tw -50 - p199/wire/DF /DNS /mail/orp /C12 - Staff NEA
Coinword — 1tw -21 x 3" - man /ocr /orp /DF /DNS - LAT
Croscramble — 1tw -var - orp /mail -Naida Dickson DBI
Crossword & Games Mini Pkg. — 1tw -var - id/orp/mail - Various Authors CNS
Crossword Puzzle With Cryptoquotes — 6tw -2c - orp -Thomas Joseph KFS
Crossword Puzzle With Cryptoquips — 6tw -2c - orp -Eugene Sheffer KFS
Crypto Game — 1tw -spv - orp /d -Righetti SCI
Cryptoquotes (Coded Quotes) — 1tw -ps - orp -A. House SCI
Dot-To-Dot Monster Puzzle — 1tw -ps - orp /d -W. Trag SCI
Dr. Crane's Quiz — 7tw -20x6" - orp -Dr. Geo. W. Crane HPS
Find The Errors Puzzle — 1tw -ps - orp /d -F. Hayes SCI
Finish The Picture Puzzle — 1tw -ps - orp /d -W. Trag SCI
Food Fun — 6tw /1tw -3 1/2"x5" - igp /mail -Bob Bowie DBI
Fortune Seller — 1tw -ps - orp -Margret Fulton SCI
Fun & Games Picture Puzzles — 1tw -ps - orp /d -W. Trag SCI
Hidden Pictures Puzzles — 1tw -ps - orp /d -Walt Trag SCI
How Many? — 1tw -ps - orp /d -Engleman SCI
Jumble — 7tw -21x5" - orp -Bob Lee & Henri Arnold TCS
Junior Jumble — S -21x6" bw or color - orp -Bob Lee & Henri Arnold TCS
Kid First — 1tw -13 1/4"x6 1/2" - igp /mail -Larry Zanco DBI
Magic Word — 1tw -4 1/4x3 1/2" - orp /mail - MCN
***Name Game, The**—cont-var-orp-Ken Hecht NGC
National Challenge — 1tw -600 - DF /mail -J. Baxter Newgate CF
Pics Trix — 1tw -spv - orp /d -Righetti SCI
Professor Metaphor's Weekly Bingo — 1tw -19x4 1/2"-27.5x6 3/4" - orp /mail -Gene Herndon SF
Puzzle & Posers — 1tw -2 col./3" x 5.25" - orp /mail -Steve Ryan CNS
Puzzles Just For You (JUV.) — 1tw -ps - orp /d -E. Engleman SCI
Quicky — 6tw -10 x 2"/20 x 1" - orp -Ed Jerome AFS
Ringaround Word Game — 1tw -qpt - orp -Jack Fitch OPS
Say What You See — 7tw -1 col./16 x 3 1/2" - orp /d /mail -A. David Kahn KAW
Scrabble-Grams — 6tw /S -20.6x5" - orp /mail -Judd Hambrick UFS
Scram-Lets — 7tw -2cx4 3/4" - mail/orp -Bob Pollan MCN
Scramble Steps — 1iw -25x5 3/4" - orp -C. J. Basch, Jr. BAS
Scrambler — cont -var - orp /mail -Chick Elum SLG
Seek & Find — 6tw -3 1/2x4" - orp - CRO
Solve-A-Problem — 1tw -hps - orp -Gordon Trag SCI
Sports Quiz — 1tw -var - igp /mail -Bill Murray MFS
SportSearch — 1tw -32x7 1/2" - orp /mail -Naida Dickson DBI
Star Gazer — 7tw -2cx4 1/2" - mail/orp -Bob Pollan MCN
Teleword — 1tw -2c - orp /mail -Julie Quart UPS
***The Name Game** — cont -var - orp -Ken Hecht NGC
Tongue Twisters — 1tw -ps - orp - Misc. SCI
TV Teasers — 1tw -6col./200 - orp /mail/DF /DNS - W. Wilson Casey CNS
Uncle Art's Funland — S -hps/tps/qps/pt/hpt - orp /mail -Art Nugent UFS
Watch Word — cont -var - orp /mail -Chick Elum SLG
Whizword — 1tw -52x6" - mail/orp /d - CWF
***Wishing Well** — 7tw -2c - orp - KFS
Wonderword — 6tw /S -S/tps/hpt - orp /mail -Jo Quellet UPS
Word Cage — 1tw -19x7 1/2" - orp /mail -Tracy St. John SF
Word Game — 6tw /S -300 - wire/DNS /orp /mail/DF - Kathleen Saxe UFS
***Word Sleuth** — 6tw -2c - orp - KFS
Wordplay — 6tw -1c - orp -Walter Frehm KFS
Words & Meanings — 1tw -3 1/4"x4 1/2" - orp -Dot Coates SM
Words Words Words — 3tw -350 - mail/orp -Michael Gartner RTS
Words, Wit & Wisdom — 6tw -500 - wire/DF /DNS /mail/man - William and Mary Morris UFS
Wordy Gurdy — 6tw -21x4 1/4" - orp /mail -Trick Ricky UFS
Zig-Zag Puzzle — 1tw -2 col./2" x 5.25" - orp /mail -Steve Ryan CNS

40—REAL ESTATE

About Real Estate — 1tw -550 - mail/C12 /DF /DNS - Don G. Campbell RTS
Antiques — 1tw -850 - C12 /p199/DF /igp - Lita Solis-Cohen ART
House Plans — 1tw -panel - orp /mail -Gerry Bishop NEA
Housing Scene, The — 1tw -800 - mail/wire/DF /DNS - Lew Sichelman UFS
Let's Talk About Today's Real Estate — hps -250 - orp -Righetti SCI
Litamail — 1tw -650 - C12 /p199/igp -Lita Solis-Cohen ART
Mr. Meltzer On Real Estate — 1tw -750 - DF /DNS /C12 -Bernard Meltzer FNS
Nation's Housing Column, The — 1tw -800 - id /DF /DNS /wire/mail - Kenneth R. Harney WPW
Open House — 1tw -650 - orp /mail/DF /DNS - James Woodard CNS
Real Estate House Calls — 1tw -800 - man /mail -Edith Lank RHC
Real Estate Service — 6tw /S -800 - DF /DNS /C12 -Robert Bruss TCS
Scott Burns Financial Column, The — 3tw -550 - mail/C12 /DF /DNS - Scott Burns RTS

41—RELIGION

A Little Prayer — 7tw -10 1/2 x 1 1/2" - orp -Mary Alice Bennet AFS
Altar Stairs — 7iw -150/10.5x4" - man -Dr. J. Kirkpatrick HPS
American News Report — 1tw -600 - mim /mail -Ben Gallob JTA
Baptist Features — occ -500 - orp - Staff BAP
Baptist Press — 5tw -200/500 - orp - Staff BAP
Between You And Me — 1tw -700 - mim /mail -Boris Smolar JTA
Bible Speaks — 1tw -2cx8" - orp -L. Althouse CSP
Challenge Drawings — 1tw -20x4 1/8"-33x6 3/4" - orp /mail -Jack Hamm REL
Church Chuckles — 1tw -3 1/4"x4" - orp -Chas. Cartwright SM
Church Page — 1tw -42x7" - orp -Gus Wood MOR
Country Parson — 1tw -1 5/8"x3" - orp -Frank Clark SM
Country Parson, The — 6tw -10x12" - mail/orp /d -Frank Clark RTS
Didjano? — 5tw -100 - man -Fred Dodge MM
Faithfully Yours — 2tm -800 - orp /man /mail -Rev. N.R.H. Moor MCF
Family Mini Pkg. — 1tw -var - orp /mail - Various Authors CNS
Griffith News Feature Service — cont -var - orp /d /igp /mail - Staff GRF
Happier Living — 1tw -300 - man /mail -Phyllis Mitchell MIT
Heins Religious News Service — 1tw -900 - mail -Rev. W.A. Heins HEI
Human Side, The — 1tw -600/750 - wire/mail -Father Eugene Hemrick NCF
Illustrated Bible — 1tw -4c - id /orp - KFS
Inside Religion — 1tw -var - man /mail -Rev. Lester Kinsovling GLS
Jewish News Commentary — 1tw -300 - mim /mail - SAF
Jewish Quiz Box — 1tw -300 - mim /mail -Rabbi Sam Fox JTA
Let's Talk — 1tw -450 - orp /mail/DF /DNS - Rev. Lee Truman CNS
Living Words — 1tw -250 - orp -Gordon SCI
Looking Up — 1tw -var - orp -Arvo E. Haapa AMW
LCA News Releases — occ -500 - man - Staff LUT
Meditation — 1tw -250 - orp -Gordon SCI
Memo To Caesar — 6tw -10.5x8" - man -D. K. Woodman HPS
Moral Dimensions Behind Headlines — 3tw -500 - mail/man -Rev. William Lester, S.J. LES
My Answer — 6tw -300 - DF /DNS /C12 -Billy Graham TCS
Parson Jones — 1tw -300 - mail/orp -Reverend Jones MCN
Pews — 5tm -2 col. - id /orp /mail -Rev. Joe McKeever CNS
Phyllis Mitchell's Column — 1tw -900 - man /mail -Phyllis Mitchell MIT
Question Corner — 1tw -500/650 - wire/mail -Father John Dietzen NCF
Religion — occ -500/750 - orp /mail/DF /DNS - Various Authors CNS
Religion in Review — 1tw -8000 - mail/DF - Staff & Others RNS
Religion And The Times — 1tw -750 - mail -Jesse H. Merrell MER
Religion In America — 1tw -var - wire/DNS -David Anderson UPI
Religion Mini — 1tw -var - orp /mail - Various CNS
Religious Commentary — 1tw -250 - mim /mail -Marc H. Tanenbaum SAF
Religious News Reports — 5tw -8000 - mail/DF - Staff & Others RNS
Rex Humbard Column — 1tw -450 - orp /mail/DF /DNS - Rex Humbard CNS
Saints And Sinners — 1tw -600 - orp /mail/C12 /p199/wire/DF /DNS - George Plagenz NEA
Sixty-Second Sermon — 1tw -200 - man -Fred Dodge MM
Strength For The Day — 7tw -150 - DF /mail -Dr. Elisha Douglass CF

Real Estate Mailbag
Real Estate Notebook
Real Estate Law and You
Real Estate Book Review

BY ROBERT J. BRUSS

Popular features for homeowners and investors. Used by 1,700 to 1,1300,000 circ. papers such as The Washington Post, Chicago Tribune, Miami Herald, Tampa Tribune, Seattle P-I, Cincinnati Post, Cleveland Plain Dealer, Orlando Sentinel Star, Philadelphia Inquirer, Denver Rocky Mountain News, Memphis Commercial Appeal, Tulsa Tribune, Arizona Daily Star, Ft. Lauderdale News & Sun Sentinel, Sacramento Union, Fresno Bee, Buffalo Courier-Express, St. Paul Dispatch, Pioneer Press, Baltimore Sun, Richmond Times-Dispatch, Hartford Courant, San Francisco Examiner, Detroit Free Press, Dayton Daily News, Arkansas Democrat, Charlotte Observer, the Gannett papers, and many others.

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A Spiritual Column by Michael J. McManus

"We've hit a nerve. Or rather, Michael J. McManus has. Two weeks ago, we published for the first time a new column on the Saturday religion page by McManus, a syndicated columnist whose political commentaries have been published on THE NEWS's editorial pages for 4½ years . . . The response has been dramatic. As a newspaperman, I've never seen anything quite like it . . . To date, about 25 people have written and another 50 or so have called."

D. Gunnar Carlson, Editor
THE SAGINAW NEWS, in his May 16, 1982 column

Michael J. McManus, 85 Halliwell Drive
Stamford, Conn. 06902 • (203) 357-1114

QUOTE . . . UNQUOTE

MILO SUTTON/Director of Marketing Services
HERALD EXAMINER (Los Angeles, Cal.)*

"... another highly successful Name Game ... does exactly what we want it to do ... registered the first daily and Sunday gain in 15 years on our ABC Publisher's Statement ..."

*Four presentations, to date

VINCENT C. BORDASH/Circulation Director
NEWSDAY (Long Island, New York)*

"... during our Sunday price increase ... attracted nearly 650,000 Name Game entries ... certainly can make a strong recommendation—as part of a price adjustment campaign ..."

*Four presentations, to date

JIM LIPPELGOES/Advertising & Marketing Manager
GEELONG ADVERTISER (Victoria, Australia)*

"... has proved the most successful promotion ... thrilled by the response ..."

*Two presentations, to date

E.C. CALDER/Promotion Manager
THE PROVINCE (Vancouver, Canada)

"... an overwhelming success ... definitely our top contest ... helped us re-establish our readership after a nine month closure ..."

EARL R. TRUAX, JR./Director of Promotion
SAN ANTONIO LIGHT (Texas)*

"The Name Game is an excellent reader participation contest. We have used it twice with good results."

*Two presentations, to date

FRED FLOWERS/Marketing Director
SUN NEWS-PICTORIAL (Melbourne, Australia)

"One of the best newspaper games ever devised ... a great success, producing more than 1¼ million entries ..."

GIDEON ENGELBRECHT/Joint-Managing Director
NATIONAL NEWSPAPERS (South Africa)*

"Produced our very best figures ever! ... Stopped counting entries, simply bags and bags full ... shall certainly repeat the contest."

*Featured in 4 newspapers

JOHN HOLLAND/Marketing & Promotion Manager
BIRMINGHAM POST & MAIL (England)*

"... with over 300,000 entries for each series ... it has been a great circulation sales success."

*Three presentations, to date

FERNANDO SANCHEZ/Vice Pres., Circulation Dir.
EL NUEVO DIA (San Juan, Puerto Rico)

"... The Name Game, in Spanish, has been very exciting for us. The fundamental purpose was to maintain circulation during a price increase. The results were excellent."

I.R. ROSE/Sales Manager
ADVERTISER (Adelaide, South Australia)

"... quite happy with the readership response ... there is no question that our circulation moved up during The Name Game period and subsequent to it."

BEN BABELOWSKY/Promotion Manager
THE CITIZEN (Ottawa, Ontario)*

"... excellent reader contest ... started the game two weeks before our price increase and actually increased daily circulation ..."

*Extended presentation

FRANK R. WEIRICH/Public Service Director
JOURNAL (Knoxville, Tenn.)

"... circulation is holding its own even in light of a rate increase ... at rate hike time, that in itself can be considered a gain ..."

To start things happening—for your next major in-paper promotion—request proof-positive 'success stories', additional information and possible availability in your area.

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CLASSIFICATIONS OF FEATURES

Sunday School Lesson — 1tw -700 - DF /mail -Dr. Elisha Douglass CF
The Jewish Future — m -500/750 - mail -Alan Caruba ... CBO
The Word — 1tw -850 - DF /wire/mail -Michael J. McManus ... MCM
Thoughts — 1tw -100 - orp /mail/C12 /DF /p199/DNS /wire - Staff ... NEA
What Life Has Taught Me — 1tw -var - orp - Various Celebrities SCI
Word of God, The — 2ty -var - mail - Various ... PRB
Worldview Magazine — 1tw -sup - man /mail - ... FET
You in the Church, The Church in You — 1tw -33 x 9"/44 x 10 1/2"/55 x 13 1/2" - orp -Jean Lindsay ... WIL
Your Life and Mine — 1tw -300 - man /mail -Phyllis Mitchell ... MIT

42—RETIREMENT (Senior Citizens)

A Time To Live — 1tw -900 - C12 /DF /DNS /mail - Bob Walton ... UPS
Aging Attitudes — 1tw -500 - man /mail -Cynthia Powell ... AGE
Ask Congressman Pepper — 1tw -600 - orp /mail/DF /C12 /p199/wire/DNS - Claude Pepper ... NEA
At Your Service — 6tw -var - mail - Staff ... ARM
Easy Does It—In Retirement — 2tw -1000 - orp /man /mail -Guy Bartin MCF
Golden Years/Senior Forum — 5tw -500 - man /C12 /DF /DNS /wire - Beulah Collins ... LAT
How To Be A Better Manager — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Be More Creative — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Build Your Business — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Communicate With Success(— 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Develop Your Potential — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Get A Better Job — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Improve Your Career — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Make Extra Money — 1tw -600/700 - C12 /DF -Milton Rockmore ROC
How To Motivate Yourself — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Retire Successfully — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Sell By Mail — 1tw -500 - man -Dr. Whitt N. Schultz ... KNF
How To Sell With Success — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Start, Build & Operate Your Own Mail Order Business — 1tw - 500 -man - Dr. Whitt N. Schultz ... KNF
How To Use The Gold Mine Between Your Ears — 1tw -500 - man -Dr. Whitt N. Schultz ... KNF
Investor's Guide — 5tw -650 - orp /C12 /wire -William Doyle ... KFS
Leisure Time — S /1tw -600 - igp -Mildred Gibson ... CAI
Living With Aging — 3tw -500 - man -M. Oberleder, Ph.D. ... POS
Mainly For Seniors — 1tw -600 - orp /mail/DF /DNS - John Watts ... CNS
Mind Your Money — 3tw -800 - C12 /wire -Peter Weaver ... KFS
More For Your Money — 1tw -450 - man /Id /igp /mail - Mike LeFan ... LEF
More For Your Money Fillers — m -2000 - man /mail -Mike LeFan LEF
More For Your Money — hps -250 - orp -Righetti ... SCI
Prime Time — 1tw -750 - orp /mail -Cy Brickfield ... ARP
Q & A Corner Mini — 1tw -var - igp /Id /orp /mail - Various ... CNS
Senior Citizen — 1tw -2cx4" - orp -Mike Bennett ... CSP
Senior Clinic — 1tw -700 - man /mail -Dr. H. Frank MacInnis ... HFM
Senior Side — 1tw -500 - C12 -Jill Duman ... CAP
Senior Update — 1tw -450 - orp /mail -Vivienne Bodeau ... SF
Senior's Corner — 1tw /7tw -ps/pt/var/sup - - ... DIC
The Best Years — 1tw -750 - man /mail -Sidney Ascher ... ASC
There's A Senior Citizen In Your Future — 1tw -500 - man /mail -Joseph Schwartz ... IPS
Time Of Your Life — 2tw -700 - wire/DF /DNS /mail/man - Jack Smith ... UFS
Years Of Fulfillment — 1tw -500 - man /mail -Henriette Kish ... KIS
Yes You Can(Hints For The Handicapped — 2tw -700 - C12 /wire -Patricia Gailbreaith ... KFS
Your Social Security — 1tw -700 - orp /mail/DF /DNS - Social Security Office ... CNS

43—SCIENCE (Technology)

At Your Command — 1tw -550 - mail/C12 /DF /DNS - Jim Strothman ... RTS

WARM - WITTY - AUTHORITATIVE

SENIOR CLINIC

By:

H. Frank MacInnis
M.D.; F.R.C.P.; F.A.C.P.

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Computer Age, The — 1tw -750 - mail -Richard Blummer ... ASC
Computer Bits — 1tw -550 - mail/C12 /DF /DNS - D. X. Fenten ... RTS
Discover Service, The (Excerpts From Discover Magazine) — 1tw - 2000 -C12 /DF /DNS /mail/igp - ... UPS
Federal Science Subscription Service — 1tw -200/500 - man /mail -Dr. Murray Felsher ... DPR
File On The Unexplained — 1tw -20x10" - mail/orp -Michael Lucas CWF
Getting Started With Computers — 1tw -400 - mail -Steven Skiena COM
Griffith News Feature Service — cont -var - orp /Id /igp /mail - Staff ... GRF
Human Side Of Science — 1tw -var - orp /Id - Staff ... LUI
Illustrated Science Service — m -bl - man /igp /ng /mail - Science News ... UPIFD
Interviews — sea -var - mail -J. Futterman ... AST
Know The Weather — 1tw -9 1/2x5" - orp /mail - Staff ... EDC
Let's Make — 1tw /S -29.2x4" - orp -Ben Corey ... HAR
New York Times Magazine — S -2000 per 2-3 articles, sup - C12 /igp /wire /DF /DNS /mail - Various ... NYT
Pacific News Service, The — 7tw -var - mail/C12 /DF /DNS /Id - ... RTS
Popular Astronomy — 1tw -600 - man /mail -Terence Dickinson DIT
Popular Science Service — m -ps - igp/ing/mail - Popular Science UPIFD
Psyche/Cology — 1tw -1000 - igp /mail -Stacey and Martin ... SAW
Re:Sources — 1tw -1000 - igp /mail -Wilcock ... SAW
Science For You — 1tw -21 x 4 1/2" - orp /Id -Bob Brown ... LAT
Science In The Service Of Man — 1tw -750 - man/mail -Waldo T. Boyd FET
Science Quiz — 1tw -ps - orp /Id -F. Treadgold ... SCI
Science Today — 2tw -var - wire/DNS -Al Rossiter, Jr. ... UPI
Scientific Subjects — 5tw -pt - man /mail -Alan N. Queen ... PWS
Skintalk — 1tw -300 - man /mail -Jon H. Blum, M.D. ... SKT
Specialty Books—Review & Commentary — 2tw -1000 - orp /man /mail -John D. Paulus ... MCF
State Of The Art: Computers & Electronics — 2tw -700 - DF /DNS /C12 -Myron Berger ... TCS
Staying Healthy — 2tw -1000 - orp /man /mail -Clarke Hankey, M.D. MCF
SPR Charter — occ -var - man /mail -SPR Charter ... FET
The Home Computer — S -var - mail/igp /Id -Rick Moran ... PAN
The Sky This Month — m -750 - man /Id /mail -Terence Dickinson DIT
Things To Come — 1tw -750 - man /mail -Don Fabun ... FET
Welcome To Tomorrow — 2tw -800/1000 - man /mail -Jack Catran SFS

44A—SERIALIZATIONS (Non-fiction)

After Forty Medical Health Column, The (From Better Homes & Gardens) — 1tw - 550 -mail/C12 /DF /DNS /Id - Don Cooley ... RTS
American Television — -1 part 1500 - C12 /mail -Marc Eliot ... DDS
Basics of Microwave Cooking, The — cont -5 50 - mail/C12 /DF /DNS /igp /Id - Marilyn Martinez ... RTS
Beat The Clock — cont -5 50 - mail/C12 /DF /DNS - Ruth Winter ... RTS
Beauty and Inflation — an -5 50 - mail/C12 /DF /DNS /igp - Josephine Lowman ... RTS
Beauty Improvement Plan, The — an -16 0 - mail/C12 /DF /DNS /igp - Josephine Lowman ... RTS
Best Sellers — cont -var - orp - Various Authors ... SCI
Between The Lines — -6 parts 1300/1500 - C12 /mail -K.C. Cole DDS
Blue-Collar Women — -6 parts 1300/1500 - C12 /mail -Mary Lindenstein Walshok ... DDS
Book Serialization — var -1000/3000 - C12 /mail - Various ... SMP
Book Serializations — 2tm -var - wire/DF /DNS /mail - Various ... NYT
Business Shortcuts & Survival Tips — m -sph - man /mail - The ICS Group IBIS
Celebrities At Midlife — cont -5 50 - mail/C12 /DF /DNS /igp - Ruth Winter ... RTS
Cesarean Childbirth — -1 part 2500 - C12 /mail -Christina Wilson & Wendy Hovey ... DDS
Confessions Of A Medical Heretic — cont -6 50 - mail/C12 /DF /DNS - Dr. Robert Mendelsohn ... RTS
Crime Flashback — 1tw -pt - mail/orp /Id /wire - Max Haines ... CWF
Cut Your Own Taxes And Save — sea -var - orp /mail/C12 /p199/wire/DF /DNS - Sheilah Kast ... NEA
***Eat And Grow Younger** — 24ps -10x30" - orp /Id /mail -Lelord Kordel SPE
***Eat Better And Feel Great(** — 6ps -10x30" - orp /Id /mail -Lelord Kordel SPE
Eat Right And Live Longer — 12ps -10x30" - orp /Id /mail -Lelord Kordel SPE
Eat Up And Slim Down — 14ps -10x25" - orp /Id /mail -Lelord Kordel SPE
Eat Your Troubles Away — 15ps -10x30" - orp /Id /mail -Lelord Kordel SPE
Equal Partners — cont -7 50 - mail/C12 /DF /DNS - Cecil and Paul Andrews ... RTS
Fathers & Daughters — -1 part 00/1 sidebar - C12 /mail -William Appleton DDS
Feel Young Again — 24ps -10x28" - orp /Id /mail -Lelord Kordel SPE
File On The Unexplained — 1tw -20x10" - mail/orp -Michael Lucas CWF
Gardening Series — sea -var - orp /mail/C12 /p199/wire/DF /DNS - Allan A. Swenson ... NEA
Hollywood's Unsolved Mysteries — 15ps -1500 - igp /man -John Austin HIS
How To Find A Good Lawyer — -1 part 1600/3 sidebars - C12 /mail -John Guinther ... DDS
How To Reach Anyone Who's Anyone — 1tw -hpt - man -Michael Levine TVN
How To Win The Import Game — occ -spv - man /mail -Allan Siposs IBIS
Independent News Alliance — 6tw -var - man /DF /DNS /wire/igp /Id /mail - Various Authors ... INA
Independent News Alliance — 5tw -var - wire/DF /DNS /mail/man /igp - Various Authors ... UFS
Living Alive — -4 parts 1300/1500/3 sidebars - C12 /mail -Flora Davis DDS
Make People Like You — 18ps -10x28" - orp /Id /mail -Lelord Kordel SPE
Medical Breakthroughs — cont -5 50 - mail/C12 /DF /DNS /igp - Ruth Winter ... RTS
Money Lists, The — -6 parts/12-15 lists - C12 /mail -Jeffrey Fermman DDS
My Life With Raquel Welch — 4ps -2500 - igp/man -John Austin & P. Curtis HIS
Nine-Day Diet, The — an -9 0 - mail/C12 /DF /DNS /igp - Josephine Lowman ... RTS
One Thousand And One Logical Laws — -35 Logical Laws/6 illustrations C12 /mail/Id -John Peers & Gordon Bennett and George Booth DDS
One-Shot Features — occ -var - wire/DF /DNS /mail - Various ... NYT
Our Vanishing Liberties — 15ps -10x30" - orp /Id /mail -Omar V. Garrison SPE
Owner's Manual For Your Life — -5 parts 1300 - C12 /mail -Stewart Emery DDS
Presidential Gallery — cont -var - mail/orp -Frank Miller ... RTS
Readergrabbers — occ -var - C12 /DF /DNS /mail - ... UPS
Serializations — 1tw -1000/2000 - comp/to /comp - Freelance ... NNI
Shape Up For Summer — an -9 0 - mail/C12 /DF /DNS /Id - Dr. Art Mollen ... RTS
Star New Book Excerpts — occ -var - wire - Various ... TSS
***Stay Alive Longer** — 21ps -10x30" - orp /Id /mail -Lelord Kordel SPE
Stay Young Longer — 10ps -10x30" - orp /Id /mail -Lelord Kordel SPE
Styles Of Thinking — -6 parts 1300/1500/2 charts - C12 /mail -Allen Harrison & Robert Bramson ... DDS
Targeting The Top — -4 parts 1300/1500/3 sidebars - C12 /mail -Nancy Lee DDS
Timely Book Serializations — 1tw -10000 - man /DF /DNS - ... LAT
Together Again — -6 parts 1100/1500/6 sidebars - C12 /mail/igp -Garson Kanin ... DDS
Tummy Trimmer Primer — cont -5 0 - mail/C12 /DF /DNS /igp - Ann Smith ... RTS
Up A Family Tree — -6 parts 1300/1500/3 sidebars - C12 /mail -Teresa Bloomingdale ... DDS

44B—SERIALIZATIONS (Fiction)

Best Sellers — cont -var - orp - Various Authors ... SCI
Princess of China — 7tw -45x2"/500 - orp /mail -Mahmood Ahma Qazi PAK
Readergrabbers — occ -var - C12 /DF /DNS /mail - ... UPS
Zane Grey's Best Stories & Books — 1tw -ps/bl - orp - ... OPS

45—SHORT STORIES

Ask Them Yourself — S -pt - man -Anita Summer ... SUM
Best Sellers — cont -var - orp - Various Authors ... SCI
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Factual Crime Stories — 1tw -var - orp - Various Authors ... SCI
Famous Short Stories — 1tw -250/2000 - orp - Various Authors SCI
Five Minute Mysteries — 1tw -500 - orp -C. W. Walker ... SCI
Flashback On Canada — 6tw -20x7" - mail/wire/orp -Bob Bowman CWF
Meta-Physical Student — 1tw -200/500 - orp /mail -Pedro R. Moreno UCS
Modern Sherlock Holmes (Mystery) — 1tw -500 - orp -J. Sherrod SCI
Rest Of The Story — 1tw -350 - man /C12 /DF /DNS /wire - Paul Harvey ... LAT
Robin's World — 1tw -400 - man /Id /wire /DF - Robin Robinson & Kay Chorao ... PRI
Solve-A-Crime — 1tw -500 - orp -Gordon ... SCI
Strange Destinies (Occult) — 1tw -200 - orp -J. Macklin ... SCI
U.F.O. Investigation Bureau — 1tw -200/500 - orp /mail -Pedro R. Moreno UCS
Weekly Short Story — 1tw -1000 - orp /mail -Sidney DuBroff ... GPL
Xmas Stories — 1tw -var - orp - Various Authors ... SCI
You're The Detective — hps -500 - orp -Righetti ... SCI

46—SPORTS—Spectator

Arthur Ashe Column — 2tm -800 - DF /DNS /wire /mail - Arthur Ashe ... WPW
Baseball Bits — cont -500 - mail/man /wire -Norb Eckst ... SRS
Baseball's Immortal Madcaps — occ -800 - man /Id -Harry Jones & Fred Reinert ... AFS
Benchwarmers Sports Trivia — 1tw -1-2 col. - id /orp /mail -Bob Alexander CNS
Black Baseball Quiz — 1tw -250/300 - mail -Jason J. Cheran ... LER
Bottom Ten, The — sea -800 - C12 /DF /DNS /mail - Steve Harvey ... UPS
Canadian Sport — 5tw -500 - mail/wire -Milt Dunnell ... TSS
Chicago Tribune Graphics Service — 1tw -var - orp - ... TCS
Chuck Chandler's Best Bets — 1tw -6 1/2x3 1/2" - mail/orp -Chuck Chandler ... MCN
College Experts Bowl — sea -var - man /wire -Ron Sataloff ... SPO
Comment On Sports — 1tw -20x4" - orp /mail -Pete Fritchie ... EDC
Computer Picks The Pros — 1tw -375 - mail -Steven Skiena ... COM
Cuttone's Concepts — cont -500 - man /mail/wire -Charles Cuttone SRS
Daily Racing Form Consensus — 6tw -700 - wire - ... TCS
Dick Dunkel's College Football Index — 1tw -33 x 10" - orp /wire -Dick Dunkel ... DSR
Dick Dunkel's College Basketball Index — 7tw -11 x 7"/var - orp /wire -Dick Dunkel ... DSR
Durslag Sports Column — 4tw -750 - C12 /wire -Mel Durslag ... KFS
Football Focus — cont -500 - mail/man /wire -Charles Cuttone SRS
Football Forecast — sea -750 - orp /mail/DF /C12 /p199/wire/DNS - Major Hoople ... NEA
Gold Cartoons — 1tw -qpt - orp - Various ... OPS

Hockey In The Air — sea /1tw -var - orp /man -George Eichorn ..... LIN
Hoop Scoop — cont -500 - mail/man /wire -Rich Mancuso ..... SRS
Inside Auto Racing — 2tw -500 - man /mail -Don O'Reilly ..... AUN
Inside Football Report — 1tw -500/20000/sup/var - orp /wire/mail /Id /igp - ..... KFS
Inside Sports — 1tw -700 - mail/wire -Stan Fischler ..... TSS
It's Just A Game — 6tw -21x2 3/4" - mail/orp -Ed Morgan, Jr. ..... RTS
It's Official!—3tw-750-DF/DNS/C12/mail-Nick Bremigan ..... SNS
Jazz — 1tw -var - mail/igp /Id -Bruce Klauber ..... NNB
Jewish Baseball Quiz — 1tw -250/300 - mail -Yitzhak Ben-Chone LER
Jews In Sports — eow -500 - mim /mail -Haskell Cohen ..... JTA
Jim Murray Column — 3tw -800 - man /C12 /DF /DNS - Jim Murray ..... LAT
Jimmy The Greek — 3tw /5tw -var - DF /DNS /wire -Jimmy Snyder FNS
John Schulian — 3tw -900 - C12 /DF /DNS /mail - John Schulian ..... UPS
Kids In Sports — 2tw -600 - C12 /DF /DNS /mail - Dan Speraw ..... UPS
Knight News Wire — 7tw -var - wire - ..... TCS
Latest Line — 7tw -500 - DF /DNS - ..... TCS
Los Angeles Times-Washington Post News Service — 7tw - var -wire/DF /DNS - ..... LAT-WP
Maver Sports Cartoons — 3tw -2c - orp -Alan Maver ..... KFS
Mort Olshan's Gold Sheet Highlights — 2tw /4tw -var - orp -Mort Olshan ..... OSF
Motorcade USA — 1tw -500 - man /mail -Don O'Reilly ..... AUN
New York Times Magazine — S -2000 per 2-3 articles, sup - C12 /igp /wire /DF /DNS /mail - Various ..... NYT
Nostalgia Notes — 1tw -600 - man /mail -Thurlow O. Cannon ..... CAN
NFL Football Puzzle — sea -21x12" - orp /mail - NFL Properties UFS
NFL Pro-File — sea -600 - orp /mail/DF /C12 /p199/wire/DNS - National Football League ..... NEA
On Sports — 1tw -600 - orp /mail/C12 /p199/wire/DF /DNS /Id - Murray Olderman ..... NEA
On Sports — 1tw -450 - orp /mail -John Dalton ..... SF
Pat Doyle — 1tw -450 - wire/mail/man -Pat Doyle ..... CWF
Pro Experts Bowl — sea -var - man /wire -Ron Satsloff ..... SPO
Profiles In Sports — 3tw -13 x 15"/8pt - orp -Les Murray ..... WOR
Rabbit Ears — 1tw -750 - mail -Milt Gun ..... TLF
Reds Quiz — 1tw -250/300 - mail -Erwin Lynn ..... LER
Ring Magazine — m -sup - man /mail - Publishers of Ring Magazine FET
Scoring The Cities — qt -pt - man /mail -Milton J. Gun ..... TLF
Sidelines — S /1tw /cont -21x3" - orp /mail -Bill Whitehead ..... WST
Soccer Kickers — cont -500 - mail/man /wire -Charles Cuttone SRS
Soccer Pro Tips — 1tw -800/1000 - man -David Fanes ..... FAR
Speaking of Sports — 1tw -550/800 - orp /mail/DF /DNS - Various Authors ..... CNS
Speed & Sport — 1tw -500/750 - mail -Bob Hagin ..... PAC
Sport Day — 7tw -22x4" - mail/Id -Bill Morgan ..... CF
Sport Search — S -21x3 1/2 - orp -Leo White ..... WHI
Sports & Fitness — an -25 0/550 - igp /Id /C12 /mail/orp /DF /DNS - Various Authors ..... CNS
Sports Column — 4tw -800 - wire/DF /DNS -Jerry Izenberg ..... NHN
Sports Commentary — 3tw -2c - orp /mail -Larry Johnson ..... UPS
Sports Focus — 1tw -750 - orp /mail/C12 /p199/wire/DF /DNS - Murray Olderman ..... NEA
Sports From The Pressbox — 1tw -300 - mail/orp -Red Lakeland MCN
Sports Hot Line — 2tw -700 - C12 /DF /DNS /mail - Steve Perkins & Mickey Herskowitz ..... UPS
Sports Mini — 1tw -var - orp /mail - Various ..... CNS
Sports Quiz-Cross — 1tw -2c 5 1/2" - orp /mail -Al Power ..... YPI
Sports Scene — 2tw -1000 - orp /man /mail -Jimmy McDonald MCF
Sports Shorts — 1tw -600 - orp /mail -Clint Josephson ..... CNS
Sports Shorts — cont -100/200 - man /mail/wire - Staff ..... SRS
Sports Special — 1tw -2cx4" - orp -Al Ray ..... CSP
Sports Talk — 1tw -600 - orp /mail/DF /C12 /p199/wire/DNS - Staff ..... NEA
Sports Trivia — cont -var - mail/man /wire -Norb Ecksl ..... SRS
Sports Unlimited — 1tw -550/800 - orp /mail/DF /DNS - Various Authors ..... CNS
Sports. From The Press Box — 1tw -600 - man /mail -Joey Sasso DBI
Sportsfile — cont -500 - man /mail/wire - Staff ..... SRS
SportSearch — 1tw -32x7 1/2" - orp /mail -Naida Dickson ..... DBI
Spring Training Interviews (Baseball) — sea -1500/var - man /igp /mail -Elliott Kravetz ..... IPN
Superstats — 7tw -var - DF /DNS -Benjamin Lee Eckstein ..... TCS
Tank McNamara — 6tw /S -6tw/14x7 1/4" -S/hps/tps/qps/hpt - orp /mail -Jeff Millar & Bill Hinds ..... UPS
The Bob Harmon Football Forecast — 1tw -3 col. x 10" - orp /mail -Robert S. Harmon ..... HFF
The Sporting Life — 6tw -43x2" - orp -Ben Templeton & Tom Forman TCS
The Year In Sports — ann -var - mail/man /igp - Staff ..... SRS
This Is Sport — 1tw -1 5/8"x2 1/2"-3 1/4"x4 1/2" - orp -Court Alderson SM
This Week In Baseball — sea -600 - orp /mail/DF /C12 /p199/wire/DNS - Major League Baseball ..... NEA
Time Out — 6tw -21x4 1/2" - orp -Jeff Keate ..... FNS
Today's Basketball Form — 7tw -var - DF -George Kregos ..... CF
Today's Football Form — 7tw -var - DF -George Kregos ..... CF
Today's Line — 7tw -var - DF -Wally Lynch ..... CF
Today's Pitching Form — 7tw -var - DF -George Kregos ..... CF
Today's Sport Parade — 7tw -var - wire/DNS -Milton Richman ..... UPI
Trims Arena — 6tw -2c panel - orp /mail -Hal Trim ..... UPS
What's New In Sports — 1tw -var - man /igp -Ray Allen ..... AMF
Wizard Of Grid — 1tw -hpt - orp - ..... DOD
You, Your Child, And Sports — 1tw -500 - man /mail -David Nydick DAN
Young Ideas — 5tw -750 - DF -Dick Young ..... CF

47—SPORTS—Participant

Art of Feeling Good, The — 3tw -550 - mail/C12 /DF /DNS /Id /igp - Dr. Art Mollen ..... RTS
Arthur Ashe Column — 2tm -800 - DF /DNS /wire /mail - Arthur Ashe ..... WPW
Canadian Features — 1tw -var - mail/orp - Various ..... CWF
Dr. Jock — 1tw -700 - DF /DNS /C12 -Dr. David Bachman ..... TCS
Get Your Life In Shape — 1tw -20x8 1/2" - mail/wire/orp -Gordon Stewart ..... CWF
Gold Cartoons — 1tw -qpt - orp - Various ..... OPS
Golf Digest — occ -var - C12 /wire/DF /DNS /mail - Various ..... NYT
How To Take The Fun Out Of Golf — cont -varies - orp/mail/Id -Dick Harris HAA
How To Take The Fun Out Of Tennis — cont -varies - orp/Id/mail -Dick Harris HAA
How To Take The Fun Out Of Jogging — cont -varies - orp /Id /mail -Dick Harris ..... HAA
How To Take The Fun Out Of Skiing — cont -varies - orp/Id/mail -Dick Harris HAA
Inside Auto Racing — 2tw -500 - man /mail -Don O'Reilly ..... AUN
It's Just A Game — 6tw -21x2 3/4" - mail/orp -Ed Morgan, Jr. ..... RTS
Jim Murray Column — 3tw -800 - man /C12 /DF /DNS - Jim Murray ..... LAT
Kids In Sports — 2tw -600 - C12 /DF /DNS /mail - Dan Speraw ..... UPS
Motorcade USA — 1tw -500 - man /mail -Don O'Reilly ..... AUN
Nostalgia Notes — 1tw -600 - man /mail -Thurlow O. Cannon ..... CAN
On Sports — 1tw -600 - orp /mail/C12 /p199/wire/DF /DNS /Id - Murray Olderman ..... NEA
On Sports — 1tw -450 - orp /mail -John Dalton ..... SF
***Play Better Golf With Jack Nicklaus** — 3tw -4c - orp -Jack Nicklaus KFS
Runner, The — occ -var - C12 /wire/DF /DNS /mail - Various ..... NYT
Sidelines — S /1tw /cont -21x3" - orp /mail -Bill Whitehead ..... WST
Soccer Pro Tips — 1tw -800/1000 - man -David Fanes ..... FAR
Soccer School — 1tw -19x12" - mail/Id/orp -Bill Thomson & G. Marjanovic ..... CWF
Solunar Tables — 7tw -var - mail/C12 /DF /DNS - Mrs. Richard Alden Knight ..... RTS
Sports & Fitness — an -25 0/550 - igp /Id /C12 /mail/orp /DF /DNS - Various Authors ..... CNS
Sports Flashback — 6tw - - id -C. Murfin & R. Harris ..... MUR
Sports Focus — 1tw -750 - orp /mail/C12 /p199/wire/DF /DNS - Murray Olderman ..... NEA
Sports Mini — 1tw -var - orp /mail - Various ..... CNS
Sports Of The Times — 4tw -750 - wire -Dave Anderson ..... NYT-NS
Sports Scene — 2tw -1000 - orp /man /mail -Jimmy McDonald MCF
Sportsmedicine — 1tw -600 - C12 /wire/DF /DNS /mail - Dr. Gabe Mirkin ..... NYT
***Stan Smith's Tennis Class** — 3tw -4c - orp -Stan Smith ..... KFS
Teaching Pro — 3tw -21 x 4 1/2" - orp /Id -Don Leary ..... LAT
Tennis — occ -var - C12 /wire/DF /DNS /mail - Various ..... NYT
The Sporting Life — 6tw -43x2" - orp -Ben Templeton & Tom Forman TCS
To Your Good Health — 7tw -750 - DF/DNS/C12 -Paul G. Donohue, M.D. FNS

48—TRAVEL

Along The Camping Trail — 2tm -600 - orp /man -Radford and Rosemary Bascome ..... BA
Around The World — 1tw -750 - C12 /DF /DNS /mail - Stan Delaplane ..... CHR
Birnbaum — 2tw -700 - DF /DNS /C12 -Stephen Birnbaum ..... TCS
Bryant/Hall Travel — 1tw -700 - mail -G. Bryant & G. Hall ..... TSS
BIPS' Production — 1tw /cont -var - man /igp /mail - ..... BIPS
Camping Family Style — 1tw -450 - orp /mail -Angela and Frank Bothwell ..... SF
Capt. & Mandy — 1tw -ps - orp /Id -Steve Kell ..... OPS
Chicago Tribune Graphics Service — 1tw -var - orp - ..... TCS
Coping — 2tm -1200/var - man /C12 /Id /mail - Barbara Burtoff ..... BBS
Cruise Features — occ -pt - man /mail -Milton J. Gun ..... TLF
Cruise Ship Profiles — m -qps - man /mail -Milton J. Gun ..... TLF
Cruising (The Ultimate Vacation) — 1tw /S /cont -full page/var - orp/man/igp /mail - Dorothy and Noyes Richey ..... RBI
Dateline New York — m -800 - man -Jeffrey Blyth ..... ITP
Destination — m -500/700 - mail -Joseph Adler ..... ADL
Dorothy Richey's Travel Talk—1tw/S/cont-full pg. photos/600-800-orp/man/mail/igp-Dorothy and Noyes Richey ..... RBI
En Route — 1tw -pt - mail -Andy Edelman ..... NNB
Filming On The International Scene — 1tw -750 - orp/man -John Austin HIS
***Florida Travel Topics** — occ /sea -800/1200 - man /igp /mail -George Leposky ..... AMC
Footloose With Frye — occ -750/1500 - igp /mail -William R. Frye FRY
Freighter Travel — 1tw -1000 - igp /man -Norman Austin ..... HIS
Fun Places — S -500/750 - mail -Alan Caruba ..... CBO
Fun Ships — m -500 - man /mail -Milton J. Gun ..... TLF
Global Travel — 1tw -800 - mail - Various Authors ..... WPR
Globe Trotting Travel — 2tw -1000 - orp /man /mail -Betsy Bramer MCF
Going Our Way — S -1000 - man /Id -Bob Sloane ..... STR
Griffith News Feature Service — cont -var - orp /Id /igp /mail - Staff ..... GRF
How To Take The Fun Out Of Driving — cont -varies - orp /Id /mail -Dick Harris ..... HAA
International Travel (For Imagemakers) — 2tw -1000 - orp/igp/man -John Austin ..... HIS
Katz Meow, The — 1tw /cont -var - mail/igp -Harry Jay Katz ..... NNB
Knight News Wire — 7tw -var - wire - ..... TCS
Los Angeles Times-Washington Post News Service — 7tw - var -wire/DF /DNS - ..... LAT-WP
Magic Carpet — 1tw -500 - orp -Edward Von Rothkirch ..... IMS
Of All Places — 1tw -750 - DF /DNS /C12 /igp - Horace Sutton ..... FNS
Penny Wise Traveler — 1tw -850/1000 - C12 /wire -Jane Morse KFS
Picks — 1tw -var - mail/igp -Andrea Diehl ..... NNB
Ports Of Call — 1tw -20x9" - orp /mail - Staff ..... EDC
Resort Report — occ -1000 - man /mail -Howard Neal ..... TLF
Scoring The Cities — qt -pt - man /mail -Milton J. Gun ..... TLF
Taking Off — 1tw -500 - orp /man /mail -Catherine Bergesen ..... GNC
The Best Years — 1tw -750 - man /mail -Sidney Ascher ..... ASC
Travel — occ -500 - C12 -Jerry Lench ..... CAP
Travel — occ -650 - man -John Pinkerman ..... NWS
Travel — 1tw -var - wire/DNS -Murray J. Brown ..... UPI
Travel Along — 2tm -600 - orp/man -Radford and Rosemary Bascome BA
***Travel Cartoon** — 1tw -18x3" - orp /mail -Elaine Sponholtz ..... AMC
Travel Column — S -800 - wire/DF /DNS -Joel Sleed ..... NHN
Travel Log — 3tw -500 - orp -Dave Goodwin ..... GWN
Travel Mini — 1tw -var - igp /orp /mail - Various ..... CNS
Travel News & Notes — 1tw -var - orp /igp -George G. White, Sr. FEA
Travel Notebook — 1tw -500 - man /mail -Howard Neal ..... TLF
Travel Stories — 1tw -550/750 - igp /orp /mail /DF /DNS - Philip Sousa ..... CNS
Travel Stories — 1tw -3 col/500/750 - igp /orp /mail /DF /DNS - Various Authors ..... CNS
Travel Talk — 1tw -500 - man /mail -Milton J. Gun ..... TLF
Travel Tips — occ -var - mail - Staff ..... IMN
Travel Tips — m -var - mail -Paulette Cooper ..... NAT
Travel Tips — 1tw -var - man /mail -Arthur S. Harris ..... SWD
Travel Trends — 1tw -var - mail -Sylvia Cromin ..... CFS
Travel Whirl — 1tw -600/650 - man -Buddy Basch ..... BAS
Travel With Hermes — 1tw -750 - man -Ray Wilson ..... NEW
Traveler's World, The — S -1500 - man -Paul J. C. Friedlander TTW
Traveletters (Travel Cartoons) — 1tw -ps - orp /Id -F. Treadgold OPS
Traveling — 1tw -500 - man -Bob and Sandy Nesoff ..... GSM
Traveling — S -var - mail/igp /Id - Various ..... PAN
Trip Tips — 1tw -650 - man /mail/DF -Marie Mattson ..... MAT
Various — occ -var - man /igp /mail -Dan Carlinsky ..... CAR
Viva Madrid — S -spv - igp -Jose Garcias ..... WWN
Women Are Asking — S /1tw -400 - mail/igp - ..... CAI
Women's Wear Daily & W Feature Package — 5tw -var - mail/igp - Staff FA
World Wide Travel Advice — m -var - man /mail -Paige Palmer FAS
Youth On The Go — occ -1000 - man -Randy Mink ..... MIK

49—WOMEN'S PAGES

A Woman Like You — 1tw -600 - man -Frances Scott ..... BAS
A Woman's View of Foreign Affairs — 1tw -800 - man /mail/igp -Trudy Mulcahy Howard ..... HOW
Advice To The Working Woman — 1tw -650 - mail/man/wire -Sam Ion CWF

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After Forty Medical Health Column, The (From Better Homes & Gardens) — 1tw - 550 -mail/C12 /DF /DNS /id - Don Cooley ... RTS
Along The Food And Wine Trail — 2tm -600 - orp /man -Radford and Rosemary Bascome ... BA
Antiques — 1tw -850 - C12 /p199/DF /igp - Lita Solis-Cohen ... ART
Apples — 1tw /cont -pt - mail/igp /id -Apollonia ... NNB
Around The House With Jan Paul — 1tw -250/500 - man/mim/mail -Jan Paul ... PAU
Art of Feeling Good, The — 3tw -550 - mail/C12 /DF /DNS /id /igp - Dr. Art Mollen ... RTS
Beauty — S /1tw /m -200/1000 - man -Daniel Eastman ... BHB
Beauty — S /1tw /m -200/1000 - man -Gilda Marx ... BHB
Beauty — S /1tw /m -200/1000 - man -Allen Edwards ... BHB
Beauty Digest — 1tw -300 - orp /mail/C12 /p199/wire/DF /DNS - Diane Robbens ... NEA
Better Homes And Gardens Countertop Cookery — 1tw -var - mail/C12/DF /DNS /id /igp - Betty Grayson (Editor) ... RTS
Betty Beale's Washington Letter — 1tw -1250 - C12 /DF /DNS /igp /mail - Betty Beale ... FNS
Brides & Bouquets — an -25 0/550 - igp /id /C12 /mail/orp /DF /DNS - Various Authors ... CNS
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Car Keys — 1tw -spv - orp /id -B. Woody ... OPS
Careers — 3tw -450 - man /C12 /ocra /p199/DF /DNS /mail - Joyce Lain Kennedy ... SFI
Chicago Tribune Graphics Service — 1tw -var - orp - ... TCS
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Consumer Food Notebook — 1tw -500 - man/mail -Goody L. Solomon PAI
Coping — 2tm -1200/var - man /C12 /id /mail - Barbara Burtoff ... BBS
Coupon Clipper — 1tw -600 - orp /mail -June Fuller ... UFS
Creative Crafts — 1tw -350 - DF /mail/igp -Barbara Brass ... CF
Creative Crafts — 1tw -500 - man /igp /mail -Dona Z. Meilach MEI
Cruising (The Ultimate Vacation) — 1tw/S/cont -full page/var - orp/man/igp /mail - Dorothy and Noyes Richey ... RBI
Dear Abby — 6tw -800 - orp /DNS /C12 /mail/DF - Abigail Van Buren ... UPS
Dear Kidsday — 1tw -400 - man /id /wire /DF - Various ... PRI
Dorothy Richey's Travel Talk—1tw/S/cont-full pg. photos/600-800-orp/man/mail/igp-Dorothy and Noyes Richey ... RBI
Dress Patterns — 6tw /S -8.5x8 1/2" - orp /mail/id -Sue Burnell NEA
Easter Mini — an -13 0/550 - igp /id /C12 /mail/orp /DF /DNS - Various Authors ... CNS
***Eat And Grow Younger** — 24ps -10x30" - orp /id /mail -Lelord Kordel SPE
***Eat Better And Feel Great!**—6 part series-10x30"-orp/id/mail-Lelord Kordel ... SPE
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Eat Up And Slim Down — 14ps -10x25" - orp /id /mail -Lelord Kordel SPE
Eat Your Troubles Away — 15ps -10x30" - orp /id /mail -Lelord Kordel SPE
Energy Savings Helpful Hints — 1tw -spv - orp /id -B. Woody ... OPS
Entertainment — S /1tw /m -200/1000 - man / 1 -Alan Cartnal BHB
Fashion — S /1tw /m -200/1000 - man -Mr. Blackwell ... BHB
Fashion — 3tw -600 - orp /mail/C12 /p199/wire/DF /DNS /igp /id - Florence De Santis ... NEA
Fashion 'N Figure — m -var - man /mail -Paige Palmer ... FAS
Feel Young Again — 24ps -10x28" - orp /id /mail -Lelord Kordel SPE
Finds — 1tw -var - mail -Julia Samuels ... NNB
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For The Divorced — 1tw -var - orp /mail -Richard Bennett ... LIS
Gardening Tips — 1tw -ps - orp -S. Graham ... SCI
General International News — 6tw -5000/10000 - wire/DF - Various ILPS
Getting Along — 1tw /5tw /cont -600/800/var - orp /man /igp /mail - D.M. Hilliard ... RBI
Globe Trotting Travel — 2tw -1000 - orp /man /mail -Betsy Bramer MCF
Gourmet/Garden — 1tw -650 - C12 /p199/id -Carole Shaeffer ... ART
Happier Living — 1tw -300 - man /mail -Phyllis Mitchell ... MIT
***Hints From Heloise** — 7tw -d/4c-5tps/hpt - orp - ... KFS
Homebody Gourmet — 2tw -1000 - igp /orp /man -Mid Paulus MCF
House & Home — S /1tw /m -200/1000 - man -Phyllis Morris ... BHB
How — 3tw -500 - DF /DNS /C12 -Lois Libien & Margaret Strong TCS
How To Be A Better Manager — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Be More Creative — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Build Your Business — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Buy — 1tw -500/700 - man /mail -Esther Margolius ... PAI
How To Communicate With Success! — 1tw -500 - man -Dr. Whitt N. Schultz ... KNF
How To Develop Your Potential — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Get A Better Job — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Get The Most Out Of Life — S /1tw /cont -var - orp /man /igp -Dorothy Richey ... RBI
How To Improve Your Career — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Make Extra Money — 1tw -600/700 - C12 /DF -Milton Rockmore ROC
How To Motivate Yourself — 1tw -500 - man -Dr. Whitt N. Schultz KNF
How To Retire Successfully — 1tw -500 - man -Dr. Whitt N. Schultz KNF
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How To Sell With Success — 1tw -500 - man -Dr. Whitt N. Schultz KNF
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How To Use The Gold Mine Between Your Ears — 1tw -500 - man -Dr. Whitt N. Schultz ... KNF
Independent News Alliance — 5tw -var - wire/DF /DNS /mail/man /igp - Various Authors ... UFS
International Decade Of Women And Its Hidden Politics — 1tw - 1500 -man /orp /igp - Trudy Mulcahy Howard ... HOW
Keeping You In Stitches — 1tw -ps - orp -Cowan ... SCI
Knight News Wire — 7tw -var - wire - ... TCS
Kovels: Antiques And Collecting — 1tw -550 - mail/C12 /DF /DNS /igp /id - Ralph and Terry Kovel ... RTS
Leisure Time — S /1tw -600 - igp -Mildred Gibson ... CAI
Let's Ask The Cook — 3tw -550 - mail/C12 /DF /DNS - Carol McGarvey ... RTS
Liberated Male — 1tw -650 - man /DF /mail -Jim Sanderson ... SFI
Litamail — 1tw -650 - C12 /p199/igp -Lita Solis-Cohen ... ART
Living — 1tw -750 - orp /mail/C12 /p199/wire/DNS /DF - Ellie Grossman ... NEA
***Living Today** — 6tw -400/700 - orp /wire/igp -Joan O'Sullivan ... KFS
Living With Divorce — 3tw -450 - man /DF /DNS /mail - Virginia Doody Klein ... SFI
Look And Feel Your Best — 1tw /cont -600/800/var - orp /man /igp /mail - Paul Berkenstein ... RBI
Los Angeles Times-Washington Post News Service — 7tw - var -wire/DF /DNS - ... LAT-WP
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Make It Yours — 1tw -550 - orp /mail/C12 /DF /DNS /id - Ellen Appel ... CNS
Make People Like You — 18ps -10x28" - orp /id /mail -Lelord Kordel SPE
Making The Most Of You — S /3tw /cont -var/600/800 - orp /man /igp /mail - Jan Marshall ... RBI
Miracle Cosmetics — 1tw -ps - orp -A. House ... SCI
Miracle Gardening — 1tw -100 - ops /id -S. Graham ... SCI
Miss Manners — 3tw -600 - wire/DF /DNS /mail/man - Judith Martin ... UFS
More For Your Money — 1tw -450 - man /id /igp /mail - Mike LeFan ... LEF
More For Your Money Fillers — m -2000 - man /mail -Mike LeFan LEF
Needleplay — 3tw -800 - DF /DNS /C12 /id - Erica Wilson ... TCS
Needles & Pins — 1tw -250 - orp -Righetti ... SCI
Needlework — 6tw /S -8.5x8 1/2" - orp /mail/id -Anne Cabot ... NEA
Nine To Five Woman—1tw-700/750-man/mail-Mary Margaret Carberry ... CAB
On Marriage And Divorce—1tw-550-mail/C12/DF/DNS-Joanne Grant & Dr. Melvyn Berke ... RTS
On The Lighter Side — 1tw -400 - man -Nina Diamond ... DIA
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Picks — 1tw -var - mail/igp -Andrea Diehl ... NNB
Plant Talk — 1tw -250 - orp -Righetti ... SCI
Pocketful of Wry — 3tw -750 - id /DF /DNS /C12 /mail - Jo Haring ... SNS
Polly's Pointers — 5tw -450 - orp /mail/C12 /p199/wire/DF /DNS /id - Polly Fisher ... NEA
Quick & Diet Gourmet — 2tw -43x12 1/2" - orp /mail -Yvonne Young Tarr UFS
Reba and Bonnie Churchill Reporting — S /1tw -700 - mail -Reba and Bonnie Churchill ... CAI
Recipe — 1tw -9 1/2x7" - orp /mail -Sarah Sheridan ... EDC
Richard Simmons — 3tw -500 - C12 /igp /DF /mail/DNS - Richard Simmons ... UPS
Robin's World — 1tw -400 - man /id /wire /DF - Robin Robinson & Kay Chorao ... PRI
Rusty Brown Column — 1tw -750 - p199/wire/DNS /DF /mail/orp /C12 - Rusty Brown ... NEA
Save Time & Money — 1tw -450 - orp /mail -Ann Frances Dolan SF
Self Defense For Women — 1tw -qps - orp /id -E. Farkas ... OPS
Sew Simple — 1tw -550 - mail/C12 /DF /DNS /id - Eunice Farmer ... RTS
Sew What's New — 1tw -800 - C12 /DF /id /mail/DNS - Sandra Kelly ... UPS
Skintalk — 1tw -300 - man /mail -Jon H. Blum, M.D. ... SKT
Slim Gourmet — 3tw -500 - wire/DF /DNS /mail/man /orp /C12 /p199 - Barbara Gibbons ... UFS
Soup To Nonsense — 1tw -300/500 - man /mail -Jane Goodsell ... PAI
***Stay Alive Longer** — 21ps -10x30" - orp /id /mail -Lelord Kordel SPE
Stay Young Longer — 10ps -10x30" - orp /id /mail -Lelord Kordel SPE
Stepparent Forum — 1tw -var - man /mail -Patricia Bennett ... LIS
Stepping Stones: Just For Stepkids — 1tw -var - man/mail -Patricia Bennett ... LIS
Suit Yourself — m/s -800 - man -Richard D. Carreno ... WCH
Super Shopping — 1tw -20x10" - mail/orp /wire -Rhonda Maxwell CWF
Supermarket Shopper — 2tw -600 - wire/man /orp /C12 /p199/mail - Martin Sloane ... UFS
Test Yourself — 1tw -ps - orp /id -J. Sherrod ... SCI
The Middle Years — 1tw -550 - mail/C12 /DF /DNS - Ruth Winter ... RTS
Thinking Slim — 1tw -500 - orp /mail -Jean Nidetch ... SF
Today's Compact Living — 1tw -550 - mail/C12 /DF /DNS /id - Sharon Nelton ... RTS
Today's Woman In Today's World—1tw/5tw/cont-600/800/var—man/igp/mail-Dorothy Richey & Patricia Bosch ... RBI
Various — occ -var - man /igp /mail -Dan Carlinsky ... CAR
Virginia Payette — 3tw -700 - wire/DF /DNS /mail/man /orp - Virginia Payette ... UFS
Vitamins — 1tw -ps - orp -J. Huset ... SCI
What Would You Do? — 1tw /6tw /7tw / -600/800 - orp /man /igp /mail - Michelle McGarrett ... RBI
Where You Live — 1tw -250 - orp -Righetti ... SCI
Why Be Bored!—1tw-500-man/mail-Lillian Taylor ... TAY
Why Grow Old? — 6tw -550 - mail/C12 /DF /DNS /igp - Josephine Lowman ... RTS
Wine Primer — 1tw -600 - ocra/orp -Mark Pugner ... TAG
Woman's World — 1tw -500 - orp -Princess Alexandra ... IMS
Woman's World — 1tw -var - wire/DNS -Patricia McCormack ... UPI
Women Are Asking — S /1tw -400 - mail/igp - ... CAI
Women In Profile — 1tw -48x11" - orp /mail -Pete Hoffman ... DBI
Women's Page Mini — 1tw -var - id /orp /mail - Various ... CNS
Women's Pages — S /1tw /m -200/1000 - man -Jason Thomas BHB
Working Woman — 2tw -700 - C12 /DF /DNS /mail - Niki Scott ... UPS
Yard Yarns — 1tw -250 - orp -Righetti ... SCI
Years Of Fulfillment — 1tw -500 - man /mail -Henriette Kish ... KIS
You, Your Child, And School — 7tw -500 - man /mail -David Nydick DAN
You, Your Child, And Entertainment — 1tw -500 - man/mail -David Nydick DAN
Young Originals — 1tw -18x8 1/2" - orp /mail/id - Staff ... NEA
Your Life and Mine — 1tw -300 - man /mail -Phyllis Mitchell ... MIT
Youth Parade — S /1tw -500 - igp -Reba and Bonnie Churchill ... CAI

50—TEEN-AGE FEATURES

A Problem Today (Math Problems) — 1tw -150 - orp -Gordon ... SCI
According To Guinness (From The Guinness World Book of Records) — 6tw - 50 -C12 /DF /DNS /mail - ... UPS
Apples Of Gold In Pictures Of Silver — 1tw -500/12x16" - orp/mail -Raphael ... EHS
Art of Feeling Good, The — 3tw -550 - mail/C12 /DF /DNS /id /igp - Dr. Art Mollen ... RTS
Ask Beth — 3tw -500 - man /C12 /DF /DNS - Beth Winship ... LAT
Audio Lab — 1tw -400/500 - wire/man /mail -Gerard Reiskind ... CWF
Brain Teasers — 1tw -qpt - orp /id - Various Authors ... OPS
Brainteasers — 1tw -ps - orp /id - Various ... SCI
Building Your Vocabulary — 1tw -spv - orp -J. House ... OPS
Canadian Features — 1tw -var - mail/orp - Various ... CWF
Careers — 3tw -450 - man /C12 /ocra /p199/DF /DNS /mail - Joyce Lain Kennedy ... SFI
Cash Box Confidential — 1tw -550 - mail/C12 /DF /DNS /igp - George Albert ... RTS
Celebrity Interviews — occ -400 - man /id - Various ... PRI
Dear Kidsday — 1tw -400 - man /id /wire /DF - Various ... PRI
Did You Know That — 1tw -hpv - orp /id -F. Treadgold ... SCI
Diet Recipes — 1tw -ps - orp - Various Celebrities ... SCI
Famous Recipes — 1tw -var - orp -J. Sherrod ... SCI
Fantastic Facts — 1tw -ps - orp /id %F. Treadgold ... OPS
Flashback On Canada — 6tw -20x7" - mail/wire/orp -Bob Bowman CWF
Fun With Figures — 5tw -60/80 - man /mail/id /wire - J.A.H. Hunter ... CWF
It's The Truth (Facts) — 1tw -hps - orp /id -Paul Swan ... SCI
Jr. Crossword — 6tw -10 x 3 3/4"-20 x 2" - orp -Ed Jerome ... AFS
Just In Teen — 1tw -500 - man /mail -April Anastasi ... ASC
Kids In The Kitchen — 1tw -550 - man /mail -Susan Manlin Katzman KSM
Kids' Cooking — 1tw -550 - man /mail -Susan Manlin Katzman KSM
Lesson In English — 1tw -300 - orp -Gordon ... SCI
Look & Learn — 1tw -tps - orp -Gordon ... SCI
Modern Etiquette — 1tw -250 - orp -J. Sherrod ... SCI
Motor Tips — 1tw -ps - orp /id - Various Authors ... OPS
Nature's Wonders — 1tw -hps - orp /id -F. Treadgold ... SCI
Novice Auto Mechanic — 1tw -ps - orp /id -A. House ... SCI
On The Record — 1tw -700 - wire/mail -Charlie Martin ... NCF
Pet Articles — m -var - mail -Lady Cassandra ... AST
Platinum Rainbow, The — 1tw -450 - igp /man /mail -James Riordan RPT
Rated G — occ -800/var - man /id /orp -Lucinda ... NPS
Read And Remember — 1tw -50/100 - orp -Gordon ... OPS
Real World — 1tw -750 - C12 /wire -George Nobbe ... KFS
Reba and Bonnie Churchill Reporting — S /1tw -700 - mail -Reba and Bonnie Churchill ... CAI
Ringaround Word Game — 1tw -qpt - orp -Jack Fitch ... OPS
Rock News — 1tw -300 - man /igp /mail -Denis Degher ... RPT
Rock Trivia — 1tw -150 - man /igp /mail -Denis Degher ... RPT
Rock-Pop — 1tw -600 - man /igp /mail -Denis Degher ... RPT
Rock-Pop Poll — sea -150 - man /igp /mail -James Riordan ... RPT
Rockphoto — 1tw -50 - mail/man /igp -Steve Adler ... RPT
Rolling Stone, Music & Youth Culture — 3tw -800 - igp /C12 /wire - Rolling Stone Staff ... KFS
Scene, The — 1tw -500 - man -Robert Edward Curtis ... GSM
Science Quiz — 1tw -ps - orp /id -F. Treadgold ... SCI
Skintalk — 1tw -300 - man /mail -Jon H. Blum, M.D. ... SKT
Teen Age Mail — 3tw -500/700 - mail -Dorothy Ricker ... RIC
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Teen Scene — 6tw /1tw -7"x2"/4"x6" - igp /mail -Goddard Sherman DBI
Teen Scene — 6tw -14.6x3" - orp -Ben Corey ... HAR
Teen-Agers Say — 1tw -1000 - mail -Lester Rand ... YOU
Teenage Corner — 6tw -500 - man -Ellie and David Lavin ... TEE
Teenage Driving Tips — 1tw -500 - orp -J. Sherrod ... SCI
Test Yourself — 1tw -ps - orp /id -J. Sherrod ... SCI
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Tiger's Beat — 3tw -800 - igp /orp /wire - ... KFS
Today's Teens — 1tw -300 - mail -Lester Rand ... YOU
Tween 12 & 20 — 1tw -6 col./300 - C12 /mail/orp /DF /DNS - Dr. Robert Wallace ... CNS
Under Twenty — 5tw -200 - DF /mail/igp -Kurt Lassen ... CF
Whizword — 1tw -52x6" - mail/orp /id - ... CWF
Women Are Asking — S /1tw -400 - mail/igp - ... CAI
Young World — 1tw -500/650 - wire/mail -Tom Lennon ... NCF
Your Car And You — 1tw -ps - orp /id -F. Treadgold ... OPS
Youth Clinic — 2tw -750 - mail/wire - Staff ... TSS
Youth Parade — S /1tw -500 - igp -Reba and Bonnie Churchill ... CAI

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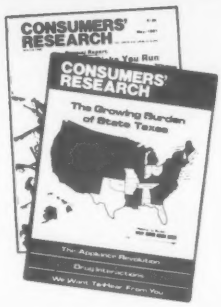

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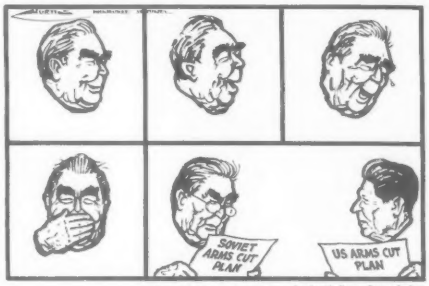

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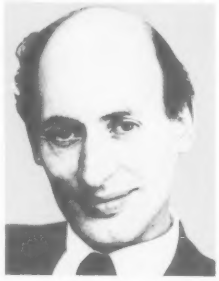

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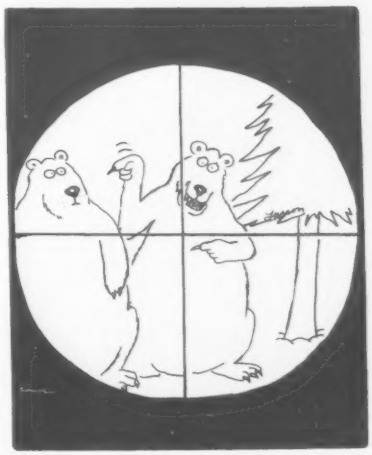

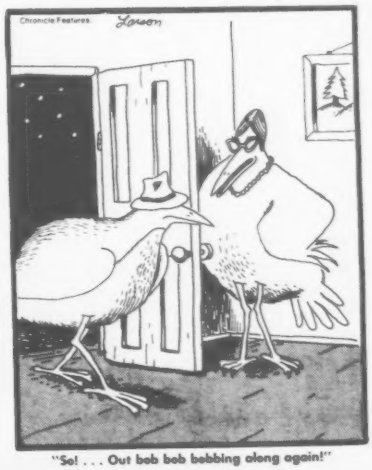

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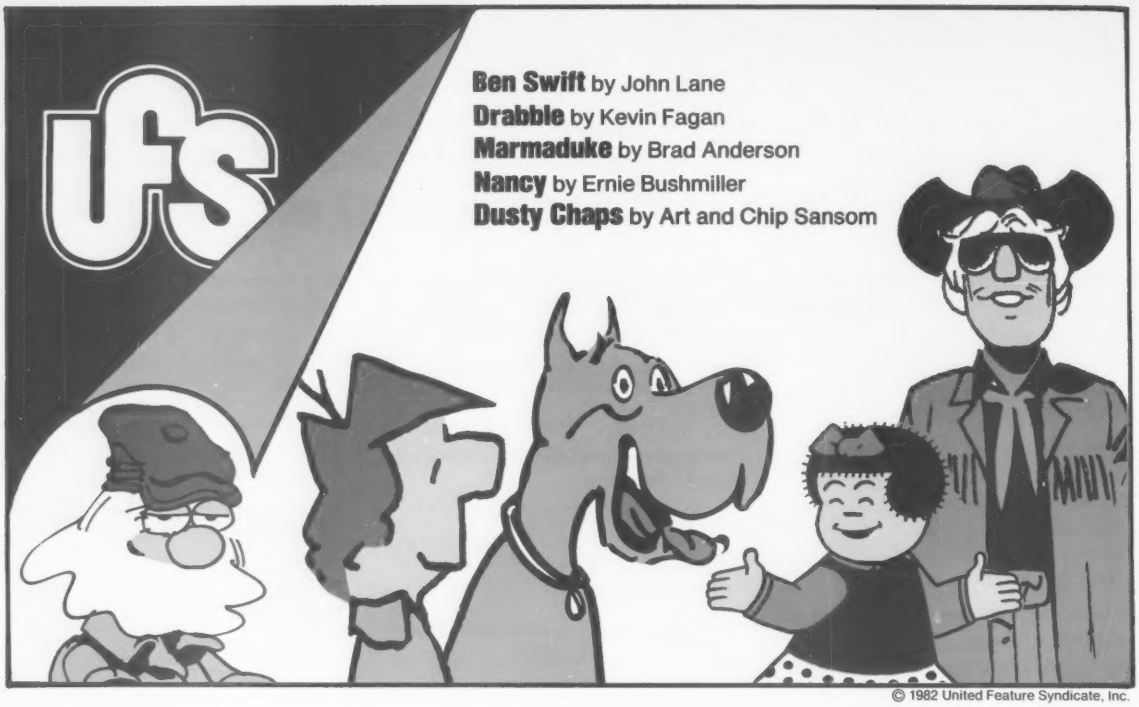

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Earnings

(Continued from page 13)

Payment of a dividend of 22.5¢ per share June 18 to shareholders of record on June 1. This was the 46th consecutive quarterly dividend paid by the company.

A.H. Belo Corporation, parent company of the *Dallas Morning News* and WFAA-tv serving Dallas-Fort Worth, reported record revenues and net earnings for the three months ended June 30.

Revenues for the second quarter rose 8.3% over the prior year period to $52.0 million while net earnings increased 5.6% to $6.4 million. The average number of shares outstanding for the quarter rose 14.2% to 9,375,000 resulting in earnings per share of 68¢ compared to 74¢ in the year earlier comparable quarter.

For the six months ended June 30, revenues rose 7.8% to $95.2 million while net earnings were $9.1 million, compared to $10.4 million for the first half of 1981, with earnings per share of $.97 versus $1.28 in the prior year period.

Joe M. Dealey, chairman and chief executive officer, stated, "Publishing revenues, principally the Dallas Morning News, increased 9.4% over the prior year second quarter. Full-run newspaper linage rose for the period despite continued weakness in classified advertising linage. We increased our share of full-run retail advertising linage to approximately 52%, while maintaining over 57% share of the classified advertising market."

"Broadcasting revenues contained their growth pattern with a 13.3% gain," Dealey said.

Affiliated Publications, Inc. reported net income of $3,869,000 or $.74 per share for the second quarter of 1982, versus $3,220,000 or $.62 per share for the second quarter of 1981.

Revenues during this period were $65,276,000 versus $59,502,000 during 1981.

Six-month net income was $6,459,000 or $1.254 per share versus $5,866,000 or $1.13 per share in 1981. Revenues for the first six months of 1982 were $124,628,000 versus $113,164,000 in 1981.

The earnings increase during the second quarter was partially due to the effect of a reserve for loss on the sale of radio stations WSAI-am and WSAI-fm in Cincinnati, Ohio, which was recorded during the second quarter earnings by $470,000 or $.09 per share.

New York Times Company reported its second quarter net income rose 6% to $15 million, or $1.19 a share, from $14 million, or $1.13, in the 1981 period.

The gain came on a 13% increase in revenues, which rose to $238 million from $210 million in the second quarter of 1981.

Arthur Ochs Sulzberger, chairman and chief executive officer, said the operating profit of the newspaper group, which is made up of the *New York Times* and 18 papers in the South, increased 30% in the second quarter, to 19.1 million from $14.6 million in the 1981 quarter.

Sulzberger said that earnings from the company's equity interests in four forest product companies and the *International Herald Tribune* decline in the second quarter, to $1.8 million from $6.1 million a year earlier, because of lower investment tax credits and unfavorable conditions in the newsprint industry.

For the first six months of the year, the company's net income was $33.9 million, or $2.70 a share, up 30% from a profit of $26.2 million, or $2.11 a share, in the 1981 half.

The company said the average circulation of the Times for the six months ended June 30 was 924,400 copies weekdays, up 13,400 from the first six months last year, and 1,524,400 copies Sundays, up 45,000 from the corresponding 1981 period. Advertising linage for the six months rose 6.7%, to 49,911,000 lines.

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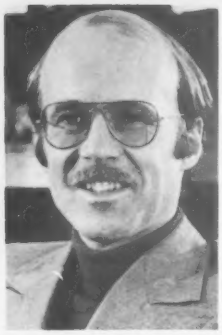

Leland

Storin

Woestendiek

TIMOTHY LELAND and MATTHEW V. STORIN have been promoted at the *Boston Globe*. Leland, formerly managing editor of the daily Globe, was appointed assistant to the publisher. He is on a writing project in Washington before officially beginning his new duties this Fall.

Storin, deputy managing editor, was named to replace Leland as managing editor.

Leland has held several editorial posts since joining the newspaper in 1964, including State House bureau chief and managing editor of both the Sunday and daily Globes. Storin, with the newspaper since 1969, has served as metropolitan editor, Asia correspondent and national editor, among other posts.

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WILLIAM J. WOESTENDIEK, former executive editor of the *Tucson Daily Star*, joined the *Cleveland Plain Dealer* as editorial director with responsibility for the newly expanded editorial page and opinion columns.

Woestendiek joined the Tucson paper in 1976 and earlier was editor and publisher of the *Colorado Springs Sun*, editorial director and assistant to the publisher at *Newsday*, Long Island, and managing editor of the *Houston Post*. He is a past president of the Associated Press Association of California, Arizona, Hawaii and Nevada.

* * *

Full-time bureaus in northern and southern Colorado and Boulder have been opened by the *Rocky Mountain News*, Denver. The new northern Colorado bureau in Fort Collins is staffed by reporter JIM HANCHETT. In the southern bureau at Colorado Springs is reporter RICHARD FOSTER, who has worked for both Colorado Springs dailies, the *Sun* and *Gazette-Telegraph*. In the Boulder bureau is MIKE STONE, who was with the *Boulder Daily Camera* and has worked for United Press International.

* * *

Appointments for Scripps League newspapers include:

JERRY BARON, a 20-year employee of the *Coos Bay* (Ore.) *World* was named general manager. He has been managing editor the past 10 years.

STEVE BENNETT, former advertising director of the World, was named publisher of the *Dalles* (Ore.) *Chronicle*. Bennett has been with Scripps League eight years.

Baron succeeds DICK COSGROVE, World publisher since 1977. Cosgrove joined Jefferson-Pilot Co. as publisher of the *Clearwater* (Fla.) *Sun*, where he succeeded AL HERRIGES, who resigned.

Succeeding Bennett as advertising director in Coos Bay is WES LITTLE, who was assistant. Newly named assistant to Little is DENNIS MATSUDA, former advertising manager of the *Pullman* (Wash.) *Herald*, another Scripps affiliate.

MICHAEL J. JONES, former *Springfield* (Mass.) *Daily News* reporter, was named director of public relations at American International College, Springfield. A member of the AIC Class of 1979, he holds a master's degree in journalism from the Newhouse School of Public Communications, Syracuse University.

* * *

GARY GOODER was appointed publisher and editor of the *Delray Beach* (Fla.) *News Journal* and the *Boynton Beach News Journal*, and BETSEY GOODER was named advertising director by J. LARRY SARTORY, president of Palm Beach Newspapers Inc. Gooder was publisher of weekly papers before joining *Mountain Living Magazine*, published by Community Newspapers of Spartanburg, S.C.

* * *

JOHN J. GRIEMAN, director of corporate planning and systems for American Hoist and Derrick Co., has been appointed corporate controller of the Minneapolis-based Cowles Media Co.

* * *

THOMAS E. THOKEY, sales and marketing director of the Troy (Ohio) Daily News, Inc., was named general manager of the company in charge of all operational and advertising functions of the company. Thokey, who started his career in the circulation department of the Daily News, later worked in circulation management for the *Trenton Times* and then was circulation manager of the *Grand Junction* (Colo.) *Daily Sentinel* before moving back to Troy in 1977, where he is also a vicepresident of the newspaper company.

* * *

JEFFREY P. BELMONT, former *New Haven Register* business news editor, has been named public relations representative at the Sikorsky Aircraft Division of United Technologies Corporation in Stratford, Conn.

* * *

DOW L. RICHARDSON has retired from the *Kokomo* (Ind.) *Tribune* after 54 years with the newspaper as managing editor, editor and editor of the editorial page. He is a member of the Indiana Journalism Hall of Fame and a 1982 recipient of an honorary doctor of law degree from Indiana University.

* * *

SUSAN HASHIM was appointed promotion coordinator for United Press International with responsibility for day-to-day promotional activities of the news service. She has worked in UPI's information services department since last February. Hashim joined UPI in 1980 as a secretary in the president's office.

IN THE NEWS

Edited by LENORA WILLIAMSON

GIL THELEN was named metropolitan editor of the *Charlotte* (N.C.) *Observer*. Thelen, with the Observer since 1978, formerly was in the Washington bureau of the *Chicago Daily News*. He has been city editor and deputy metropolitan editor at the Observer.

Also, at the Observer, KEN FRIEDLEIN was named assistant business editor. He had been with the *Winston-Salem* (N.C.) *Journal* before moving to Charlotte three years ago.

* * *

DOROTHY L. KINCAID, acting food editor of the *Milwaukee Sentinel*, has been named food editor.

* * *

MAURICE H. KING was named publisher of the *Malvern* (Ark.) *Daily Record*, a Harte-Hanks newspaper. He is a former general manager of the *Paragould* (Ark.) *Daily Press*, where he also served on various department staffs.

* * *

DAVID F. LEWIS was named South Carolina state circulation manger for the *Anderson* (S.C.) *Independent-Mail*. Lewis previously was circulation manager of the *Warner Robins (Ga.) Daily Sun* and had been in circulation posts with *Today*, Cocoa, Fla., and the *Orlando Sentinel-Star*.

Raytis

Coryell

FRESNO BEE CHANGES—Roger C. Coryell, general manager of the Fresno (Calif.) Bee since 1974, became associate general manager earlier this month and was succeeded as general manager by John B. Raytis.

Raytis was administrative director of the Sacramento Bee the past year after three years as distribution director. He is a former circulation manager of the Boston Herald American and Tallahassee Democrat.

Coryell went to Fresno from the Hartford Times where he was president and publisher and previously was assistant publisher of the Capital Newspapers, Albany, N.Y. Coryell will be involved in special projects, research and development, community and advertiser relations in his new post.

Brown

Brewer

Wheaton

Wilson

Green

Bureau chiefs reassigned at AP

Keith Fuller, president and general manager of the Associated Press, has announced a realignment of bureau chiefs effective September 15.

John C. Brewer, chief of bureau in Washington state since 1976, was appointed chief of bureau at Los Angeles. Brewer will succeed Ben A. Brown as chief of AP's second-largest domestic bureau. Brown was appointed a general executive in the newspaper membership department in New York.

Replacing Brewer at Seattle will be James Wilson, who has headed Michigan operations in Detroit since 1976. Charles H. Green, in charge of operations in Upstate New York since 1979, will become succeeds Wilson in Detroit.

Lew Wheaton, chief of the Caribbean service since 1978, moves to Albany bureau succeeding Green.

In a reorganization of the newsroom at the *Enid* (Okla.) *News* and *Eagle*, PHIL BROWN was named managing editor of the morning News and DON GAMMILL, managing editor of the Eagle. MARY LITTLE was promoted to news editor of the Eagle.

Brown joined the company as a feature writer and photographer in 1953 and became news editor in 1960. Gammill, with the newspapers since 1975, has held sports writing and news editor posts. Little became assistant news editor in 1979.

* * *

JACK BIRDSELL, longtime newspaper distributor in Belleville, Ill., was named circulation director of the *Belleville News-Democrat*. Before acquiring his newspaper distributorship, he was sales manager for a St. Louis machine and tool manufacturing company.

* * *

Promoted in the advertising department at the *Norwich* (Conn.) *Bulletin* are PAUL SAS, to classified advertising manager from classified ad sales, and GAIL ROUSE, to advertising co-ordinator from advertising clerk.

* * *

JOHN P. HELMER has been named president of *Performance Magazine*, replacing RUFUS CLAY, who remains chairman of the board. The Fort Worth based magazine is the weekly trade journal of live entertainment on tour. Helmer formerly was general manager of the *Ocean County* (N.J.) *Times-Observer*.

WILLIAM R. STACK, former regional sales manager of the *Arlington Heights* (Ill.) *Daily Herald* was named director of advertising at Midland Communications, publishers of the *Daily Calumet* and the *Sun Journal*, Lansing, Ill.

Before moving to the Daily Herald, he was retail sales manager for the *Suburban Trib* and in the circulation department of the *Chicago Tribune*.

* * *

GREGORY A. WOLFF joined Multimedia, Inc. as controller of Multimedia Newspaper Company, Greenville, South Carolina, from the Norristown (Pa.) Herald, Inc.

* * *

NANCY F. SMITH joined *Savvy Magazine* as senior editor, a newly created position. Smith was earlier managing editor of *Texas Monthly* and recently editor-in-chief of *Atlanta Weekly*, Sunday magazine of *Atlanta Journal* and *Constitution*.

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Changes in retailing force shifts in advertising

The high cost associated with running a retail store is bringing changes in the way retailers are using their traditional advertising medium, newspapers.

Retail, or local display, advertising accounts for roughly 55% of all newspaper advertising revenue, according to the Newspaper Advertising Bureau.

When retailers talk, newspaper advertising directors listen. And listen they did, anxiously, as retail experts addressed the Annual Summer Sales Conference of the International Newspaper Advertising and Marketing Executives at the Hotel Del Coronado in Coronado, California, last week.

The frist of the two panels opened with one retail executive telling the ad directors that they shouldn't listen to the retailers. "You've got to judge retailers by what they do, not what they say," declared Stewart Widdess, senior vicepresident sales promotion for Macy's California.

Unpopular move

What Macy's California is doing is not particularly popular with newspaper ad directors.

It's called *Macy's California Magazine*, a rotogravure Sunday/Monday insert designed along the lines of *Parade, Family Weekly* and locally edited Sunday magazines. It contains nothing but Macy's advertising. It is produced by the store and inserted in 12 Northern California newspapers with nearly 2 million readers, 52 times per year. It is supported by television advertising and distributed in Macy's stores.

Widdess called the magazine, which was conceived and first run last summer, a "major deviation" from Macy's standard advertising procedures. "It caused some curiosity, a lot of controversy and even a measure of dismay" when it was introduced Widdess said. Even though it has supplanted the majority of Macy's ROP advertising, Widdess claims it is an "endorsement of newspapers since it relies on newspapers to reach its target customers."

The idea for the magazine grew from Widdess' mounting frustration with what he claims is a "difficult" newspaper market—he needs 12 newspapers to cover his trading area. Because of the "high" cost of ROP space, Macy's California has been using inserts more and more in recent years. In 1981, the company ran 73 inserts. Widdess said that in order to cover his trading areas with a six-column, full-depth ROP ad in the 12 newspapers, he had to spend $25,000. To justify that expenditure, Macy's stores needed to show $250,000 to $300,000 increases in sales volume, and that, he claims, just can not be done.

"It's a serious, serious problem," said Widdess.

The magazine, he said, "represents putting all of our eggs, or at least most of our eggs, into one Sunday or Monday basket."

"It is working, and it will continue, Widdess said. He later added, "It is a better concept, a more workable concept, than anything I have ever seen in retail advertising."

Among the advantages of the magazine concept he cited were improved reproduction, shorter lead time, more control and the ability to get the advertising into the hands of store personnel well in advance of a sale. It has worked so well, he said, that Macy's California is planning a Macy's California magazine show for cable television.

Brighter note

On a brighter note for newspapers in the area, Widdess noted that Macy's California places 67% to 68% of its total advertising budget in newspapers, and it still is a regular user of newspaper ROP.

Following Widdess on the program was John Funk, senior vicepresident and sales promotion director for Robinson's department stores in Los Angeles.

Funk, who said he was researching a similar advertising product to Macy's California magazine, said that his inability to achieve the kind of coverage the store required in Los Angeles area newspapers has led Robinson's to become Southern California's largest broadcast advertiser. Robinson's continues to place 55% to 60% of its budget in newspapers, and it is pleased with the results of an anchored position in the main news section of the *Los Angeles Times*. "Our customers know where to look for us," he said.

Funk said his store is seeking "real readership information on the exposures that we have in the paper." He continued, "Not general information, not gross figures." He said he wants to know who reads what in what section and he wants to know their demographic and psychographic profiles.

Robert Dicker, president of the San Diego-based Walker Scott Company, said he puts about 90% of his store's ad budget in newspapers.

Walker Scott is not a fashion-oriented retailer, he said. Instead, the company concentrates its promotion on the "most wanted item" concept. The store selects these most wanted items from each department and features them in its advertising.

Special sales day ads

Dicker said he has had great success with "Tuesday special" ads which promote different sale items every Tuesday, in Monday's papers. The Tuesday special ads have consistently made Tuesday the best midweek sales volume day in Walker Scott's 12 stores.

A panel of shopping center executives whose companies together account for some $9 to $10 billion dollars in annual sales volume and which spend roughly $180 million on advertising gave the ad directors some insight into their business.

Stan Eichelbaum, vicepresident marketing for the Federated Stores Realty division, told the ad directors, "1982 will not be remembered as a good year in the shopping center industry." Problems in obtaining acceptable financing have forced a virtual halt to shopping center development, he said. Department store expansion, he said, is "at a standstill."

In sales, however, shopping center owners have fared well in comparison with other retail operations. Federated, he said, has "held up well" in the depressed economy, but it is now beginning to feel recession's pinch. Currently, he said, the company is concentrating on "keeping the inventory of existing merchants alive until this is all over."

Eichelbaum's comments were corroborated by Sherry Johnson, regional marketing director for May Centers of San Diego and David Lobaugh, vicepresident of Stillerman, Jones and Lobaugh, Inc., of Glen Rock, N.J., a shopping center consulting firm.

Johnson said her company's operations have not lost tenants to the economy, but she noted a company policy of leasing only to nationwide retailers. She said that some of the firm's major metro area centers have seen up to 15% increases in sales volume.

Said Lobaugh, "This industry is still very healthy." He noted that there had been no major shopping center failures in recent months.

Improving relations

In response to a question from Al Eisenpreis, the Newspaper Advertising Bureau's vicepresident retail marketing, concerning what newspapers could do to improve relations with shopping centers, Johnson outlined seven areas which newspapers could target.

First, she said, newspapers need more enthusiastic sales people. "We need to have you get out and sell to our merchants," she said, "and then follow-up."

Second she cited a need for closer cooperation between newspaper sales reps and mall and shopping center marketing directors in formulating annual advertising programs created by the newspaper for mall merchants.

Third, she said newspapers could con-

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(Continued from page 22)

duct advertising seminars to teach merchants how to properly take advantage of cooperative ad programs.

Fourth, she called for improvement in shopping center advertising sections. "They all look the same," she said. "Create better looking, more interesting, contemporary products."

Fifth, she said newspapers could use editorial personnel to improve shopping center sections by using staff photographers for pictures, reporters to write fashion or retail oriented stories and editorial artists to help design the section. The people involved in preparing shopping center advertising sections "must be more qualified" than they presently are, she said.

Sixth, she said newspaper salespeople should help coordinate sales events.

Finally, she asked that newspapers not "give" the shopping center the front page of an ad section. "We'd rather pay for it" in order to better present the shopping center, she said. However, several of her colleagues on the panel disagreed with her.

In response to the same question, Gary Cooper, director of marketing services for the Ernest W. Hahn Company of La Jolla, Calif., cited a need for better quality advertising sections and a need for better penetration of retail trading zones, without coverage outside the zones, through TMC, Zip and carrier route.

"It seems to me that some of the newspapers are selling inches rather than quality," he said.

Eichelbaum agreed, "We want a readable product." He said tabloid sections are out of the picture in his company, as is "taking 160 tenants on a given day and shoving them into 48 pages."

Lobaugh agreed. "Tabs have got to be the worst looking things I see. Provide a new, creative approach," he advised.

CPA to develop circulation system

Susan K. Lopinot was appointed circulation information systems coordinator for the *West Palm Beach* (Fla.) *Post* and *Evening Times*.

Mrs. Lopinot will be responsible for implementing a new computer system for the newspapers' circulation department.

The system is designed to expedite customer service by providing immediate recall of customer history and current subscriber status and by maintaining a data base of all subscribers and non-subscribers.

Mrs. Lopinot initially joined Palm Beach Newspapers in 1976 and was the payroll supervisor until 1978. She was employed by Peat, Marwick, Mitchell & Company as a staff accountant prior to rejoining Palm Beach Newspapers as an accounting systems analyst in 1981.

350 registered for INAME meeting

International Newspaper Advertising and Marketing Executives reported that last week's INAME Summer Sales Meeting in Coronado, Calif., drew more newspaper people than last year's summer convention in Toronto.

Though representatives of newspapers belonging to several groups were not in attendance, attendance was up slightly over last year's meeting, with estimates of the number of ad directors who showed up for the meeting, running in the 350s.

The winter meeting will be held in Las Vegas Caesar's Palace, January 23-26.

Wine buyers

(Continued from page 17)

prefers wines of traditional strength. This man turns his back on such new-age frills as light, low calorie wines and is particularly disdainful of "low alcohol wines."

On the other hand, the "indifferent sensualist"—representing some 14% of the sample is strongly identified by the need to conform and is generally a modest drinker. He or she is particularly drawn by the sensory appeal of the wine itself, its bite, its taste and its color. Low calorie wine is appealing to members of this group. Particularly frustrating to the wine marketer however, is the fact that the "indifferent sensualist" shows no brand loyalty.

Nevertheless the in-depth, multivariate analysis of the available data does provide numerous specific clues as to how the vintner and the advertiser can appeal to members of each of the five lifestyle groups.

The 85-page report is one of the first specialized industry studies to be produced by Martin and his associates. Forthcoming are reports on media credibility, the image of the financial community, and the video game market.

Bureau expands co-op ad staff

David M. Johnston has joined the Newspaper Advertising Bureau, Inc., as administrative manager, co-op advertising sales in Chicago.

Johnston, 32, will be responsible for the day-to-day administration of the Newspaper Co-Op Network. He will also handle bureau member requests for co-op sales and services, and develop new sales presentations.

He joins the bureau from *Altoona* (Pa.) *Mirror*, where he was cooperative advertising manager.

Higher rents reduce profits of 4A members

Skyrocketing office rents are taking their toll on advertising agencies' profits, according to the American Association of Advertising Agencies 10-Year Record of Member Agencies' Costs and Profits report.

For incorporated agencies, net profit after taxes averaged 3.55% of gross income in 1981, compared with 3.95% in 1980. As a percentage of billing, net profit averaged .83% in 1981 compared with .92% in 1980.

In the past ten years, profits as a percentage of gross income have been between 3% and 4% in six years, and between 4% and 5% in four years.

Profit averages vary by agency size groups and tend, in most years, to run somewhat higher for larger agencies. In 1981 the average profit percentage ranged from a low of 2.96% for agencies in one size group to a high of 7.23% of gross income for another group.

The average profit as a percentage of billing ranged from a low of .55% for agencies in one size group to a high of 1.16% of billing for another group.

Total payroll as a percentage of gross income decreased from 61.27% in 1980 to 60.79% in 1981.

Payments into retirement plans increased from 2.23% in 1980 to 2.29% in 1981.

Insurance for employee benefits (group life, major medical, long-term disability, etc.) moved up from 1.89% in 1980 to 1.96% in 1981. These benefit plans have shown an increase in every year but one since 1950, when they were 13/100 of 1%.

Rent, light and depreciation averaged 8.30% in 1981, an all-time high, up from 7.95% in 1980.

Taxes other than U.S. Income Tax increased from 4.30% in 1980 to 4.40% in 1981, an all-time high in the 53 years of the study. Such taxes include all state, county and municipal taxes and social security and federal taxes (other than U.S. corporate income tax) and are the third highest item of agency expense in many agencies, behind payroll and rent. In some agencies, such taxes are greater than rent.

The decrease of 40/100 of one percentage point in the average rate of net profit for incorporated agencies is primarily due to increases in rent and in taxes other than U.S. Income Tax, as noted above.

Keith heads AAF

Dave Keith, vicepresident, corporate communications, Houston Natural Gas Corp., was elected chairman of the American Advertising Federation for 1982-83.

EQUIPMENT NEWS SECTION

Edited by BILL GLOEDE

N.Y. Times contracts with Xerox for editing, layout system

The New York Times Company has hired the Xerox Corporation to develop an experimental electronic editing and layout system for the *New York Times*.

The system, described by a Times spokesman as a "step toward pagination," will include three small computers, akin to but not exactly alike the Xerox line of *Star* office computers. It will not be an electronic pagination system, however.

The system will allow automatic copy assembly from existing Times front end systems for editing and design layout requirements prior to typesetting. It is "very much experimental," according to the Times spokesman, and it will not be capable of handling advertising copy or graphics.

The three computers will have clearly defined functions.

The main unit will serve as a work station for text dummying, final editing and full-page output, with text in position. Another unit will interface with the Times' front end systems, and the third unit will operate a Xerographic printer.

The system will be the first created by Xerox for newspaper layout design and will apply Xerox technologies now being used in the office information processing field.

The Times chose Xerox, according to a spokesman, because of the company's "conceptual approach." The project is striving for "maximum user friendliness" in the system as well as maximum machine capability. As envisioned, the operator of the main work station would not require intensive training in the operation of the system.

The prototype system will be installed for multi-phase testing beginning in the fourth quarter of this year. The contract work will be performed by Xerox Electro-Optical Systems, headquartered in Pasadena, California.

Canadian newsprint production down

The Canadian Pulp and Paper Association reported this week that newsprint production in June fell sharply, with mills working at only 79% of capacity.

Production was down 12.2% from the May level to 652,000 metric tons. Production in June, 1982 fell 12.9% below June, 1981 levels.

Newsprint shipments totaling 611,000 metric tons fell 14.9% from May levels and 21.4% below the shipments of June, 1981. Exports to the U.S. were down 16.4% from the previous month to 418,000 metric tons and down 18.8% from last June.

Atex in Salt Lake City

The Newspaper Agency Corporation of Salt Lake City has signed an agreement with Atex, Inc., for the installation of an Atex 9000 system with 42 reporter and 56 editorial VDTs supported by a network of five Atex computers.

Kentucky daily rises from the ashes into a new plant

A year to the day after the facilities of the *Murray* (Ky.) *Ledger & Times* burned down, the daily newspaper in western Kentucky will hold an open house in its new building.

The old facility, on 4th St. in Murray, was completely destroyed by a fire which started in the pressroom on Saturday, August 29, 1981.

The paper, however, continued publishing, including an August 29 issue, as the staff found makeshift quarters across the street in the facilities of the *Mayfield* (Ky.) *Messenger*.

The news staff performed under adverse circumstances very well, according to Matt Sanders, managing editor.

"Despite printing in two different locations, the staff still was able to supply our readers with same level of local and regional coverage.

"In fact, our readers seemed to go out of their way to provide us with leads to stories," Sanders said.

The Ledger and Times staff continued to print at Mayfield, 20 miles to the west of Murray, and at Paris, Tenn., 25 miles south of Murray, until February 27, 1982.

Publisher Walter Apperson purchased one and a half acres near a shopping center in the south part of town and immediately started construction of a new 12,000-square-foot facility.

By February, the pressroom area was completed, and the press, a 6-unit Goss Community with Suburban folder, was installed. Although the editorial and advertising offices were not complete, the paper put out its first edition in the new building just six months after the fire.

The Ledger & Times new plant

The entire operation was moved to the new building on Whitnell Ave. on June 12, the 35th anniversary of the paper's first daily edition. The paper's roots go back to 1879; it was a weekly until 1947.

According to Ted Delaney, production and circulation manager, the one-story brick building provides a comfortable working area with space for expansion. The paper currently has 26 full-time personnel and several part-time people.

"One area that has greatly improved," said Delaney, "is the parking area for our staff and for our clients. On 4th Street there just wasn't much room."

There is also sufficient room for a cable channel operation. The Ledger was one of the first newspapers to lease a cable channel and provide wire and local news through a teletext system, using Mycro-Tek and Texscan equipment.

Apperson pointed out that the cable equipment that fed to the head end of the local cablevision company was completely destroyed in the fire.

"Some of the equipment, which we had for cable, had just arrived several days prior to the fire," Apperson lamented.

Now that the Ledger operation is fully underway in its new $1 million plus facility with a Mycro-Comp II front end system, the staff members talk about the current challenges but readily recall that morning on Aug. 29, 1981, when the paper went up in smoke.

Editor & Publisher

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Syndicate uses high-speed copiers to reduce cost of text, art preparation

By David Troath
Communications Manager
Los Angeles Times Syndicate

Rapid and often dramatic advances in computer and communications technologies are revolutionizing the newspaper syndication business.

Just four to five years ago, we were transmitting 100 words per minute by leased news wire and marveling at the gains in speed and accuracy from the days when the teletype machine was primarily used for this purpose. Today, we use our own computer to prepare text, which we now can transmit via leased wire at the remarkable rate of 1,200 words per minute. In many cases, we are "speaking" directly to computers at newspapers which collect copy for online editing and typesetting.

Most recently, the L.A. Times Syndicate began distributing copy from the *Christian Science Monitor*. Daily stories from that newspaper are transmitted to us from Boston and often are distributed via news wire to subscribers before the Christian Science Monitor hits the streets.

And this is just the beginning. By the end of 1982, I wouldn't be surprised to see 300, 400 or even 500 newspapers receiving at least some syndicated news and features—stock market reports come to mind—via satellite at speeds of 4,800 words per minute. For news that is timely and important, many newspapers will gladly pay the price.

I joined the L.A. Times Syndicate in March of 1980, coming from a job at UPI as International Communications Manager. My job here, stated in the simplest possible way, is to move text and illustrated materials to subscribers as quickly and cost-efficiently as possible. That's no small task. We have more than 75 text contributors, ranging from opinion and commentary, to humor and a wide range of other topics including astrology, bridge, tv and movies, and health care. Our most popular columnist, Art Buchwald, is syndicated by more than 800 newspapers.

In addition, there are more than a dozen illustrated features ranging from comic strips, to editorial cartoons and crossword puzzles. The most popular of the comic strips are "Star Wars" and "Dallas," with hundreds of client newspapers.

Many syndicated features also contain both text and art. For example, Alfred Sheinwold's bridge and backgammon columns always are illustrated. We use every vehicle possible to deliver our text and illustrated materials, ranging from data communications via leased wire to facsimile transmission and a variety of express and conventional mail services. Even in the electronic age, it isn't necessary, or even feasible, to deliver every word or picture at computer speed.

The L.A. Times Syndicate is located in its own facilities at Times Mirror Square in downtown Los Angeles. We are directly across the street from our parent newspaper, and often we call upon the paper for technical support services. We operate our own computer, an ECRM 7600 text editing system, which has twenty megabytes of Pertec disk drive storage and seven video display terminals. This allows us to prepare and format all of our own editorial material for delivery on leased lines. However, many subscribers prefer to receive hard copy. And, in an increasing number of cases, they want this copy to be compatible with their optical character readers (OCRs). This allows them to enter our copy into their computers without having to rekey.

The L.A. Times Syndicate had developed an ingenious, cost-saving method for duplicating OCR-readable text materials before I joined the organization. Instead of running all of the copy through the three online impact printers used with the data processing system, only one original of each column or feature is produced. Then this printout is reproduced by one of two Kodak Ektaprint copier-duplicators.

Each of these copiers can reproduce, collate, and staple up to 4,200 pages per hour in a mainly unattended operation. All the operator has to do is place the pages to be copied into a recirculating feeder, key the quantities needed, and key instructions for collating and stapling. An internal microcomputer monitors all operations, so after starting a job, the person running the equipment can go onto the next task.

At the end of each run, the completed finished sets are ready to be stuffed into individual envelopes for delivery by express or conventional mail. This method is obviously a great deal faster and less labor-intensive than using computer printers and data processing room personnel to perform the same task.

The key to feasibility of this method of copy preparation is the capacity of the machines to consistently reproduce OCR-readable texts calling for crisp, black, unbroken letters without smears. One of my first decisions after joining the syndicate was to attempt to employ the same technology for reproducing as much of our artwork as possible.

That seemed to me to be an area where costs could be trimmed and time saved. We receive artwork, whether it is for editorial cartoons, illustrations for features, or comic strips, in just about every

(Continued on page 26)

Newsprint glut forces 16-day mill shutdown

Bowater Southern Paper Corporation's Calhoun, Tennessee, newsprint mill will be shut for 16 days beginning August 22, the company announced.

The plant, the largest U.S. newsprint production facility, is being closed to reduce inventory in the current soft market for newsprint.

According to the American Newspaper Publishers Association's monthly newsprint statistical report for the month of May, estimates of newsprint consumption by U.S. daily newspapers were down 2.7% from 1981 levels. A sample of ANPA newspapers showed a 60-day supply on hand. In May, 1981, the ANPA sample showed a 49-day supply.

For the first five months of the year, daily newspaper newsprint consumption was down 1.9%. Total U.S. consumption was up .4%.

Goss Enterprise in Fall '82 installation

The fall of 1982 will mark a major milestone for the Gazette Press, Inc., of Berkeley, Calif. and Goss Products when the first Goss Enterprise will be installed at the Press' Pittsburg, California, plant.

The Goss Enterprise, introduced in the Spring of 1982 by the Graphic Systems Division of Rockwell International Corporation, is the fastest heatset web offset press available today with speeds of up to 1,950 per minute. The press was specifically designed to meet the needs of the high volume commercial printer and is ideally suited for printing four-color inserts, supplements, catalogs and directories.

"The new Enterprise heatset press with a 20" cutoff and 50" wide web, will have a mechanical speed of 70,000 impressions. It is specifically designed to handle the growing needs of the circular market and will contribute to an expansion of the Gazette's printing base when required.

Lee appoints Rau director of systems

The appointment of David M. Rau as director of newspaper systems for Lee Enterprises, effective July 1, was announced by James E. Burgwess, executive vicepresident of Lee.

Rau assumes the post formerly held by George Milakovich, who recently resigned to pursue voluntary church work as a career.

Since 1971, Rau has been assistant production director of the Journal-Star Printing Company, Lincoln, Neb.

Copiers

(Continued from page 25)

imaginable size and format. Our previous method for handling this artwork was to send it across the street to the *L.A. Times*, where plates were made, and the necessary numbers of copies were printed on a Heidelberg press. This created a built-in delay since we usually had to wait overnight for the ink to dry.

The art which we received from the press was excellent. It was printed on a glossy, magazine-weight stock in 11 x 14-inch size. However, an informal survey indicated that subscribers would be willing to take copies made with the Ektaprint copiers in 8 x 10-inch size on a lighter weight, nonglossy paper—the same paper used for copying text. The subscribers were concerned only about the quality of the end-product which appeared in their newspapers. There could be no quality deterioration.

With this background information, it didn't take us long to figure out that we could reduce the cost of reproducing artwork by about 30% by using the copier-duplicators instead of the press. We also calculated commensurate savings in paper, postage, and even in handling. We always retain originals as well as some copies in case something goes astray enroute to or at a subscribing newspaper. Since 8 x 10-inch artwork is easier to retain in conventional file folders, the reduction capabilities of the copiers had strong appeal.

However, as good as the idea seemed, we weren't home free. Most of the artwork we handle has much finer lines than the letter in the text materials that we copy. This made quality demands upon the machines for this application much more stringent. Also, we had to be certain that we could reproduce the last copy so that it looked exactly like the first one. Anyone with much copying machine experience knows that this is often easier said than done. Blacks tend to get lighter as one uses the toner in the machine, and most copiers have some variable controls for densities.

Our initial testing proved we could accurately reproduce the quality needed for at least 90% of the artwork that we syndicate. Only artwork with extremely intricate lines, such as Paul Conrad's editorial cartoons, still need to be etched onto metal plates.

With the quality issue resolved, repeatability became the key to using the copiers for reproducing all other syndicated art. Our two Ektaprint copier-duplicators are located across the street at the L.A. Times, where they are operated for us by the Office Services Department. So, Phyllis LaVergne, supervisor, office services, and I met with the people from Eastman Kodak Company, both their marketing people and their Customer Equipment Services Division (CESD) people. Together we established a machine maintenance and toner replenishment routine to provide the needed consistency. Initially, CESD representatives checked our two machines every day. Now, the maintenance schedule is weekly without any problems.

Here is how the system works: When we receive artwork, we still send it across the street to the L.A Times. Only now, the L.A. Times makes sized negatives which can be used to contact print paper repros. Our own artist strips the repros onto 8 x 10-inch flats, containing such header information as titles and dates. Typically, a flat will hold three daily strips, which are positioned so that the copies can be folded for insertion into a regular business envelope without creasing the art.

The flats then are sent back across the street for copying. Incidentally, one of the reasons why office services operates the copier-duplicators for us is that this group also handles all of our express and conventional mail distribution. This allows both functions to be performed in the same area, reducing handling.

Since the two Ektaprint copiers are adjacent, one person can operate both at the same time. In addition to boosting productivity, this allows us to turn out a tremendous number of copies in a very short period of time by using the two machines if we are close to deadlines for mail pickups.

Also, while we haven't had any serious downtime problems, the availability of two machines relieves any anxieties that I had about not being able to reproduce copy or artwork on schedule. The chances that both copiers will be down at the same time are remote. Furthermore, there is an economic incentive. Kodak's pricing plan for customers who use two copiers in conjunction with one another reduces our unit cost.

When the artwork is delivered to office services, the copier machine operator places the flat, which is on an inflexible backing, directly on the platen. At this point, two choices are available. The operator can "tell" the machine how many copies of that page are needed by simply pushing the correct button(s). Or, if there is more than one page, which is usually the case, the operator can make a master of each flat, and then place these in the recirculating feeder before keying instructions for the quantities needed, collating, and stapling. This frees the operator to go on to another job, perhaps using the other copier.

Incidentally, one of the copiers, the model 150AF, can be used to make 64% and 77% reduction copies as well as same-size copies. The reduction feature primarily is used for applications such as reducing charts or graphs for insertion into management reports. In all, we use the two machines to make more than 300,000 copies per month.

Quality assurance for the critical OCR-text and art duplication applications comes at the end of the work stream. We visually inspect all art and text copies as they are inserted into envelopes. While there is a very low percentage of rejections, the location of the copiers speeds creation of any replacement pages that are needed.

As for quality assurance at the subscriber level, I frankly can't recall a single complaint about the final print quality of the artwork we provide from our copiers.

The payoff has been felt in just about every area involved in reproducing and distributing art. Our 30% projected saving for reproducing art has proven realistic, while postage and paper costs have been reduced. The copied art is easier to store and handle, too.

Also, it is nice to find that in this age of sophisticated computers and high-speed electronic communications, individual initiative can still make a contribution.

International H-T to print in Singapore

The International Herald Tribune will open its fifth printing site in Singapore on October 4, 1982, publisher Lee W. Huebner announced.

The move, which reflects the Tribune's expansion in Southeast Asia, will involve a new facsimile printing operation, making the paper available in Singapore in the early morning of the day of publication. It also will allow for distribution in Indonesia and Malaysia on the same day.

The Herald Tribune is published jointly by the *New York Times* and the *Washington Post*.

Fargo Forum buys Text 100 system

Digital Equipment Corporation announced the sale of the first TEXT 100 newspaper production system in the United States.

The system, purchased by *The Forum* of Fargo, North Dakota, consists of a dual PDP 11/ 44 configuration with 512K bytes of memory 4 RM02 67 megabyte disk drives, 36 VT-100 terminals and the Text 100 software package from Freeman-Mayhew Limited of Kanata, Ontario, Canada.

Text 100 is designed specifically for newspaper applications and is capable of handling classified and display advertising, editorial, and wire service needs. The Forum, which has a daily circulation of 59,000 and Sunday circulation of 63,000, plans to place 24 terminals in the editorial department, eight in classified, and four in the advertising department.

Airs series on Michael Howard

Gannett tv station casts Denver Post in bad light

By Trudie Ross

All's quiet on the western front. It's been two weeks since former *Rocky Mountain News* editor Michael Balfe Howard's name has appeared in the *Denver Post*.

The reason?

Perhaps because the drug-related saga won't continue until the next meeting of Colorado's Senate Judiciary committee on August 5.

Perhaps because of a Denver television station's expose on how the Post used "provable false reporting" in its coverage of Howard.

"The issue is not a newspaper war, but whether the news is accurate. They honestly feel they have a scandal," said Channel 9 investigative reporter Ward Lucas.

The eight-day series, titled "Newspaper Wars," began July 5 and charged the Post with "using the story to embarrass the Rocky Mountain News (since Howard is still associated with the News), and attacked anyone who got in their way. The 'strangest' attack," reported Lucas, "was the attack on Petrofeso's lawyer who represented a drug addict in the past. That's no more relevant that the fact that Post lawyers have represented *Penthouse* magazine."

Ron Petrofeso worked part-time for Howard as his bodyguard while also being employed as top narcotics agent for the Colorado Strike Force.

The series contained examples of questionable journalistic practices, including contradicting headlines, invented stories about grand jury and U.S. Attorney office investigations, and inappropriately cropped photographs (by the Rocky Mountain News). Statements by other reporters were woven throughout. *Rocky Mountain Business Journal* editor and Howard family friend, Sherry Keene-Osborn, claimed Howard asked Post reporters to leave the hospital during its a.m. taping of his now-historic bedside confessions.

"It's the worst example of journalism, the worst ethical conduct I've seen in years. The Post is scaring people," said Keene-Osborn on the broadcast.

Lucas added that while the Post reported that Howard had been hospitalized numerous times for high blood pressure, Howard's physician said the primary diagnosis was acute mania, a fact not known by the Senate committee. The committee has relied heavily on the tapes as evidence in its hearings.

Lucas also claims that Post officials attempted to surpress his series by contacting Channel 9 and its owner, Gannett Co., Inc.

In a statement issued by Post executive editor Will Jarrett, the newspaper contacted Gannett for other reasons.

"The Post has contacted local broadcasters at Channel 9 on several occasions over several months to ask them for journalistic balance and accuracy. When Channel 9 continued to ignore our comments and requests for fairness, we then felt we had no recourse except to notify the station's owner of the situation," he said.

Fingers are also being pointed at Lucas, who admits he knew about Howard's drug problems in July 1978.

"At that time, he decided to let the Post break the news. Now he's attacking the Post, " said an editor who preferred to remain anonymous.

Reaction to Channel 9's series has been varied.

"I thought Ward was much too nice to the Denver Post. I owe him nothing but gratitude," said Tom Lamm, Petrofeso's attorney.

Sen. Paul Powers, chairman of the judiciary committee, said "I haven't found any inaccuracies in the Post. They've obviously been much more aggressive, but I won't judge the media. It's their job to judge my performance."

Reporters and editors at the Post, and the News, have declined to comment, but observers are wondering if libel suits are forthcoming.

"We certainly are discussing it," said Lamm. Howard's attorney, Jim Clark, said there's been no talk on the subject.

There's also a question as to whether Channel 9 is using the newspaper war to increase its ratings, as it claims the Post is doing.

"We have 50 to 52 % share of the market, the highest of any station in the country," stated Lucas in his own defense.

And while no news about Howard has appeared in the Post since the series, the paper has no intention of backing off.

"The Post will keep investigating (drug) abusers despite these attacks by Channel 9," said Jarrett.

Ad revenues up by 4.7% in quarter

Advertising expenditures in United States and Canadian daily newspapers increased 4.7% in the first three months of 1982 compared to the same period a year earlier, according to estimates released by the Newspaper Advertising Bureau, Inc.

National advertising was the leading category in percentage increase, the bureau said, with a gain of 8.9% over 1981. Retail expenditures rose 6.3% for the quarter, while classified spending fell 0.2%

The bureau's estimates are based on reports from Media Records, Inc., and additional reports from individual newspapers, groups, and associations. The bureau is in the process of revamping its month-by-month system of monitoring ad linage.

Media Records' ad expenditure trends for 54 cities (E&P, July 17) shows total ad revenue up 11.8% for the first five months, led by a 33.6% gain in automotive category.

According to McCann-Erickson, newspaper ad rates are up at least 13% over last year.

Hal Foster, 89, dies in Florida

Harold R. Foster, 89, who created his "Prince Valiant" comic strip with inspiration from the King Arthur legends and drew it for more than 40 years, died July 25 in a Florida retirement home near Tampa.

Foster was the first living cartoonist admitted to the Hall of Fame of the Museum of Cartoon Art in Port Chester, N.Y. He won the top awards of his peers in the National Cartoonist Society, including The Reuben and the Segar Award.

Foster's signature last appeared on the Sunday comics page in 1980, although the page continued to bear the legend, "Created by Hal Foster."

Foster's long-time assistant, John Cullen Murphy, took over the strip and it is still syndicated by King Features to more than 320 newspapers.

The Canadian-born artist became an illustrator after studying at the Chicago Art Institute and drew the comic strip version of "Tarzan" for United Features Syndicate from 1931 until 1937, when King introduced "Prince Valiant", which publisher William Randolph Hearst had asked Foster to create.

Jury hears final arguments in libel case

Lawyers for both sides presented closing arguments July 27 as the three-week long, $50 million libel case involving Mobil Oil Corp. president William Tavoulareas and the *Washington Post* was turned over to the jury.

The trial ended with Post executive editor Ben Bradlee describing the stories as "a textbook case of how a responsible newspaper should act."

Tavoulareas is suing the Post, two editors and two reporters for $50 million for two 1979 stories which detailed how the Mobil exec allegedly "set-up" his son as a partner in a London-based shipping firm that later did a considerable amount of business operating Mobil-owned ships.

Tavoulareas has contended that the stories held him and his son up to ridicule and embarrassment and implied wrongdoing on his part.

Atlas was created to manage the operations of Saudi Maritime. Tavoulareas' son shortly thereafter was brought into Atlas in an executive role.

Tavoulareas testified that Atlas executives invited his son to join the company and stated that he did not apply pressure to get his son hired.

The Post presented as a witness a former director of the Mobil Oil Corp. who testified that in 1979 he sought to have an outside investigation of the business dealings involving Tavoulareas and his son. Former Mobil director George McGhee said no one else on the oil company's board supported his position.

Former Post assistant managing editor for national news, William Greider, testified that he made a "fairly careful line by line" review of the first of two articles written by reporter Patrick Tyler.

"I asked him all through his piece who his sources were," Greider said. "He satisfied me (the sources) were solid and that the story was solid."

Many of Tyler's sources have come out during the trial and during the more than a year of pretrial depositions.

Tyler said he had six sources for the first paragraph of his story in which he wrote that Tavoulareas had "set-up" his son and that Atlas "has since done millions of dollars in business operating Mobil-owned ships under exclusive, no-bid contracts."

Lawyers for Tavoulareas questioned Tyler's use of the word "set-up," trying to show the jury that the word has negative connotations.

Tyler testified that he repeatedly attempted to interview Tavoulareas and Mobil executives prior to the first story being run, but admitted that he did not tell Mobil the specifics that his story would contain.

Post managing editor Bob Woodward, who had a hand in editing the stories and who is also named in the suit, testified that Tyler had made "many efforts" to get a response from Tavoulareas and Mobil prior to the articles being run.

Bradlee testified that Tavoulareas came to see him personally after the stories ran. He quoted the Mobil executive as saying at one point, "Haven't you ever done anything for your kids?"

The elder Tavoulareas was ruled a public figure by trial judge Oliver Gasch. That means the jury, in order to award damages, must not only find that the articles contained false information, but must also find that they were published "with malice or with reckless disregard for the truth."

The younger Tavoulareas, however, was ruled a private figure and in order to award damages, the jury would only have to find that the newspaper was negligent in its preparation of the articles.

Fargo photo chief heads NPPA; Eugene Patterson given editor's award

Colburn Hvidston III, photo chief of *The Forum*, Fargo, N.D., was elected president of the National Press Photographers Association at the annual convention in San Jose, July 1-4.

Hvidston is the second executive of The Forum currently heading a national press organization. William C. Marcil, now chairman of the American Newspaper Publishers Association, is The Forum's publisher.

J. Charles Gardner, a *Reading* (Pa.) *Times* staff photographer for the past 14 years, was elected vicepresident of NPPA. He served as secretary the past two years. The new secretary is Bill Sanders of the *Fort Lauderdale News* and *Sun-Sentinel*. In a restructure of offices, the duties of treasurer were assigned to Charles Cooper, the executive secretary.

During the annual Joseph A. Sprague Awards banquet, Ken Cooke, director of photography and picture editor of the *Fayetteville* (N.C.) *Observer-Times*, received the top Sprague Award given to a working press photographer; and John Savage of Omaha, an elder statesman of the Omaha Press Club, a two term member of the legislature, and former chief photographer of the *Omaha World-Herald*, received the Sprague Award for an individual not presently a working press photographer.

The Editor of the Year award was given to Eugene C. Patterson, editor of the *St. Petersburg Times*.

Other annual awards went to:

Angus McDougall, retired head of the photojournalism at the University of Missouri, the Robert F. Garland Educator Award; and James R. Gordon, editor of the NPPA magazine, *News Photographer*, and a member of the faculty at the School of Journalism, Bowling Green (Ky.) State University, the Joseph Costa Award.

The Kenneth P. McLaughlin Awards of Merit went to: Morris Berman, retired *Pittsburgh Post-Gazette* photographer and a past president of NPPA; Lew Bush, director of photography, *Baltimore Sun*; Karen Dooks, wife of NPPA past treasurer Edward Dooks of WBZ-tv, Boston;

Colburn Hvidston III

Steve Tello, operations manager, ABC News, Washington; and Colburn Hvidston, The Forum, Fargo.

NPPA citations went to Michael Evans, White House photographer, and Thomas McNamara, Carbondale, Ill., police department (for his assistance in developing the press/police guidelines for NPPA).

Special citations went to Ned Hockman, University of Oklahoma, Norman; and Hal Lesser, KGW-tv, Portland.

The new president of the photographers' association has been involved in newspaper photography for more than 20 years. He is a graduate of the University of North Dakota, Grand Forks, and did post-graduate study for a year on a photographic assistantship. Hvidston became chief photographer at the *Grand Forks Herald* in 1962 and in 1967-68 was on the journalism faculty and head of photographic services at the university. He joined The Forum in 1968, beimg named chief photographer the next year.

To manage videotex

Julie Raynor was named manager of videotex services, a new department at *Newsday*, according to Stanley Asimov, vicepresident-development. Raynor will be in charge of setting up the newspaper's cable operations.

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Add $4.50 per insertion for box service, count as an additional line in copy.	Add $3.00 per insertion for box service, count as an additional line in copy.

Count approximately 39 characters and/or spaces per line.
3 lines minimum (no abbreviations).
Payment must accompany all Positions Wanted, Features Available and Announcement ads.

DISPLAY CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rates for display-classified are: 1 time-$85 per column inch; 2 times-$75 per column inch; 3 times-$70 per column inch; 4 times-$65 per column inch.

Contract rates available on request.

DEADLINE:Every Tuesday, 2 pm New York Time, for Saturday's issue.

Box number responses are mailed each day as they are received.

Editor & Publisher
575 Lexington Av, NY, NY 10022. (212) 752-7050.

INDUSTRY SERVICES

CIRCULATION SERVICES

ATTENTION CIRCULATORS OR PUBLISHERS
No newspaper is too large or too small for our organization to give your circulation figures a boost. Telephone marketing experts. Use the BEST and it will cost you LESS. Write or call Campbell and Associates, 3864 Center Rd, #10C, Brunswick OH 44212; (216) 225-7440.

DICK LEVIS provides the finest telephone sales and paid in advance crew orders in the industry! Call me at (201) 772-7002 for action!

WHEN CIRCULATION FALLS as it sometimes will and the road to recovery seems all up hill - when the advertisers baulk at the pending crisis don't panic! Call Donnelly Enterprises. Circulation Consultants specializing in telephone and crew mrketing operations.
(215) 586-3954

ENGINEERING & INSTALLATIONS

PRESS REMOVAL AND INSTALLATION
Cleaning, Painting and Service
Single width web offset presses
National Newspaper Machinery, Inc
John Dean, (816) 796-9600

MARKETING & READERSHIP RESEARCH

WE'RE IMPROVING AD REVENUE THROUGH MARKET RESEARCH

The first goal of a market research company must be to provide its clients with accurate readership research. At Consumer Data we believe the role of a newspaper research firm does not end there.
We have created for each of our clients a unique competitive edge that has resulted in improved ad linage from their advertising base.
Our aim is to become a part of your management team. From our presentations to top management, to our sales seminars with your sales force, we work to make your research data a useful and profitable tool.
We welcome the opportunity to show you just how profitable, productive and affordable research can be. Call our Director of Newspaper Research, Jack Brodbeck, at (305) 655-0926, or write for our brochure.

CONSUMER DATA

COMEAU BUILDING
319 Clematis Street
West Palm Beach FL 33401

MARKETING SERVICES

BUY THE BEST CIRCULATION TEAM
in the industry for your telephone marketing
Don White/Bob Giambelluca, (716) 688-4162

JOIN OUR CONTRACT CREW!
. . .Those individuals, companies, syndicates that know the value of an E&P ad and run with us on a regular basis.
Whether it's 12, 26 or 52 times per year, we produce business and profit for these people. We offer you freedom to rotate your copy within our regular deadline times, monthly billing and the best exposure in the field.
Reserve your place now, in the most effective classified market in the newspaper industry.

E&P CLASSIFIEDS

Rates on Request
(212) 752-7050

EQUIPMENT & SUPPLIES...

CAMERA & DARKROOM

2 COMPUSCAN Alpha Scanners, good operating condition, including spare parts.
(517) 725-5136

KAMERAK SQUEEZE LENSES
Variable lenses 0 to 8%. Fixed lenses up to 12%. Compare our quality and service.
KAMERAK (213) 437-2779
Box 2798 Long Beach CA 90801

SQUeeze Lenses, new and trade ins.
Manufacturer/Specialists since 1968
New, super designs surpass all
VARIABLE OR FIXED, 2 to 25%
CK Optical (213) 372-0372
Box 1067, Redondo Beach CA 90278

CIRCULATION SUPPLIES

FOR SALE—2000 Steel City delivery tubes. $1 each or best offer.
(608) 493-2291

COMPUTER SOFTWARE

AN ACCOUNTING SYSTEM for medium sized publications. Take the hassle out of payroll. Control your accounts receivable. A newspaper tested general ledger, payroll and accounts payable/receivable system designed for professionals by professionals to be used on professional equipment. Has many features including month-end discounts and late charges. Contact the Computer Systems Store, 621 Lanning Lane, Rolla MO 65401; (314) 341-3766.

BILLING SOFTWARE
Prints journals, bills, aging and sales analysis. Calculates rates and month-end discounts. Many months of previous detail of activity online. Designed by a publisher for use in his office by totally non-computer personnel. Runs on Radio Shack Model II or 16 - hard disk version will hold "years" of detail. Software can be leased for under $150 per month. Call or write for sample reports. Publisher, Control Systems, Steve Kuckuk, PO Box 476, Shawano WI 54166; (715) 526-6188.

MAILROOM

CUTLER-HAMMER conveyors and spare parts.
Also new Crabtree conveyors and spare parts.
Rollertop conveyors, all sizes
Bottom wrappers
Sta-Hi 251 stackers
Cutler Hammer, stackers
Baldwin Count-O-Veyors 104A's
NORTHEAST STORAGE & INDUSTRIES
(213) 257-7557

GOOD RECONDITIONED Cheshire and Magnacraft labeling machines with single and multiwide label heads and quarter folders. Call Scott or Ed Helsley; (800) 527-1668 or (214) 357-0196.

MAILROOM

FERAG H 500 Counter Stacker in excellent condition. Factory rebuilt and guaranteed. Ideal for commercial or newspaper operation. Will stack from 4 to 96 page products such as TV Guide at press speeds up to 70,000 products per hour. Will also stack quarter page products. Available immediately. Contact Graphic Management Associates, Inc, (617) 481-8562.

MUELLER Model 259 high speed counter-stacker, new 1979.
Ferag conveying systems, 2 forwarding stations, 2 delivery stations, like new. We will sell part or all.
Count-O-Veyors Model 106, right angle turn available.
Signode strapping machines, Bunn Tying machines.
IPEC
97 Marquardt Dr, Wheeling IL 60090
(312) 459-9700 Telex 20-6766

MAILROOM EQUIPMENT: Three Ferag HS-80 counter stackers, 2 90° curves, 3 bundle storage conveyors—various lengths, 1 center chain conveyor 16 feet, 3 Sta-Hi 251 stackers plus spare parts. Contact Dick Greene, Minneapolis Star and Tribune Company, 425 Portland Av, Minneapolis MN 55488; (612) 372-4151.

MULLER 227 inserters in excellent condition. Available for immediate shipment. Reply to Graphic Management Assocs, Inc, (617) 481-8562.

SHERIDAN 48P inserter with 9MS heads. Excellent condition and available for immediate shipment. Reply to Graphic Management Assocs, Inc, (617) 481-8562.

MISCELLANEOUS

LARGE SCALE TECHNICAL COPIER

Dri-lectric Proof. Makes oversized 1-1 quality reproductions on vellum or plain paper. Can accomodate up to 18x24". Cantact Marian Freud, Woman's World Magazine, (201) 569-0006.

NEWSPRINT

30 LB NEWSPRINT ROLLS all sizes
BEHRENS Pulp & Paper Corp
3305 W Warner, Santa Ana CA 92704
(714) 556-7130

NEWSPRINT ROLLS—We Buy/Sell. Kramer & Cramer Inc, 540 Frontage Rd, Northfield IL 60093; (312) 446-7017.

PHOTOTYPESETTING

ACM 9000 with direct entry keyboard, 6 film strips, good condition. Contact Jess Hillman or Davis Basinger at the Commercial Dispatch (Columbus, Mississippi) (601) 328-2424.

THE INDUSTRY'S MEETING PLACE...

When you need to reach
newspaper people
you can meet all the people
you want to meet—
buyers, sellers,
employers, jobseekers,
and more, in the pages of

Editor & Publisher
CLASSIFIED
ADVERTISING

EQUIPMENT & SUPPLIES

PHOTOTYPESETTING

CASH FOR
MARK I, IV, V PACESETTERS
LINOTRON 202-CG8600
(614) 846-7025

CG MDT-350 with communication interface. Terminals are reconditioned with 30 day warrantee on parts. $3500 each. Graphic Systens Exchange, Inc, (716) 385-3027.

CG TYPESETTERS. Videosetter Universal with ruling, $18,500. Trendsetter HR with spare parts kit, $9500. Unisetter HR, $7950. Unisetter LR, $6500. ACM 9000 HR, $2750. Bob Weber, (216) 729-2858.

COMP IV HR, $5900. Comp IV HR A with spare parts kit $4250. CG 7200 LI, $1800. Comp II, $2250. Comp I, $1500. Comp JR TG with 3 strips and spare parts kit, $2300. Execuwriter II, $1950. Execuwriter Display, $1125. Bob Weber, (216) 729-2858.

HARRIS 2200 system, TCU and 3 VDT's. Respond to Enterprise Electronics, PO Box 243, New Milford NJ 07646-243.

MDT 350, $3000. MDR, $1500. 8" CG Disk Reader, $2000. MDT, $1250. Uniterm, $1750. Unified Composer, $3500. Bob Weber, (216) 729-2858.

QUADRITEK 1200, processor, 14 fonts, paper, chemistry. Assume installment purchase agreement with no down payment. (307) 745-5165.

TYPESETTING, PRINTING EQUIPMENT. Buy and sell. 10% commission. Financing available. Bob Weber, (216) 729-2858.

TELERAM P1800 portable terminal for sale. Serial #1650. Good condition. Call Jess Hillman, (601) 328-2424.

TWO HARRIS TXT-II's (five disc) #382 with 8K Varian computer; #604 with 16K Microdata computer; one Harris 4000 with 16K Microdata computer. All three machines in top condition and operating now. Excellent selection of spare parts and variety of Futura, Bodoni and Century discs. Available approximately September 20. Contact John McDermott, (208) 522-1800 or Box 1800, Idaho Falls ID 83401.

UNISETTER LR, 5 years, $5930, guaranteed; MDR, $1500; Unified Composer, $3250. Bob Weber, (216) 729-2858.

PRESS CONVERSIONS

CONVERSIONS
INSTALLATIONS
PRESS REMOVAL

Contact Mr Headliner, Printing Press Services Inc, E 34th St, Cleveland OH; (216) 883-8724.
UK factory phone 011-44-772-797050

TOP PERSONNEL and parts for web width reductions where time, price and quality are of most importance.

BRAMBLE PROFESSIONAL PRESS INC.
Route 2, Box 2285, McAllen TX 78501
(512) 682-7011

PRESSES

AVAILABLE NOW
4 units Harris 845
4 units Goss Community
Also Community add-on units
4 units 2CD—with balloon Hoe Lithomaster
4 units Thatcher Pacer
4 units Color King
8 units, 3 folders Harris V25

AVAILABLE MARCH 1983
8 units 4CD, 360 HP drives with balloon R Hoe Lithomaster. All presses include folders, drives, etc.

Double position R Hoe Reel Tension paster for single width newspaper press.

Tow motor 6000 pound paper roll, 50 inch clamp truck, elevation 12'.

Universal Printing Equipment
PO Box 455
Lyndhurst NJ 07071
Telephone (201) 438-3744 Cable UPECO

GOSS URBANITE PRESS COMPONENTS
21½ CUT-OFF
IPEC, INC, 97 Marquardt Dr, Wheeling IL 60090, (312) 459-9700, Telex 20-6766.

EQUIPMENT & SUPPLIES

PRESSES

GOSS URBANITE PRESS
7 unit Goss Urbanite press with two folders, recently reconditioned, available for immediate delivery.

Urbanite units available which can be offered stacked or floor position, complete with roll arms.
Urbanite folders complete with upper former and drive.

Offered exclusively by
INLAND NEWSPAPER MACHINERY CORP
105th & Sante Fe Dr, PO Box 15999
Lenexa, Kansas 66215
(913) 492-9050 Telex 4-2362

GOSS MARK I, 16 Goss units 23 9/16 A 80 and 82, 12 Mark I Goss units 22 ¾ A 80, 8 half decks A 80 and 82, 6 color humps A 80 and 82, 4 2:1 folders inverted and regular 23 9/16, 2 2:1 folders regular 22 ¾, 6 Goss auto-pasters, 18 Kline reel stands, 2 balloon former assemblies, 4 double width portable ink fountains. Many other parts available. Please call Mr Headliner, Printing Press Services Inc, E 34th St, Cleveland OH; (216) 883-8724.
UK factory phone 011-44-772-797050.

Harris V-15A, add-on units, 1977.
Harris V-15A, 8 units, Upper former, 1974.
Cottrell V-25, ¼ and ½ folder JF-1.
Goss Community add-on units, 1969-76.
Goss Suburban add-on units.
Goss Urbanite ¼ folders.
Goss 4, 6, 8-position roll stand.
Goss 1500 series, 4 units, 1975.
Goss Community, 3 unit press, 1978.
Gregg flying imprinter 22 ¾", 45 ½".
Fincor motor and controls.
Harris 845, 22¾, 8 units, 1973.
Harris 845, 6 units, 22¾".
Harris V-25, 8 units, 1978.
3 Butler pasters, 1600 FPM, 1975.
Color King presses and units.
Fairchild Color King, 4 units, 1969.
Harris V-25, 4 units, 1978.
WILL SELL COMPLETE PRESSES OR ANY COMPONENTS SEPARATELY.

WANTED: Newspaper equipment and complete plants.

IPEC, INC
97 Marquardt Dr
Wheeling IL 60090
(312) 459-9700 Telex 20-6766

MARTIN FLYING PASTERS new 1979, run-on Urbanite, will sell all 6 or individual.
WEB SPECIALISTS, 3 web angle bar nests-12 page tabs, collect per web, running on Urbanite.
IPEC, INC, 97 Marquardt Dr, Wheeling IL 60090, (312) 459-9700, Telex 20-6766.

NORTHEAST INDUSTRIES is offering 36 units of Hoe Color Convertible and 6 folders as complete presses or parts.
(213) 257-7557

PRE-OWNED WEB PRESSES
4-Suburban 900 series
4-Suburban 1000 series
4-Suburban 1500 series
Suburban combination folder with balloon former. Community unit 1971.
KJ6 ½-quarter folder with balloon former.
Count-O-Veyor model 106.
Add-on components for Goss, Harris and King presses.
All machines can be seen in operation and are available for immediate delivery. Call or write for our Turnkey installation price.
OFFSET WEB SALES, INC.
PO BOX 211
MARYSVILLE WA 98270
(206) 653-2519

ROYAL ZENITH Polygraph 4 unit Web Offset Press, 17⅜"x24½" wide, with 2 Roll Stands, Folder, Sheeter, $34,500. (415) 873-2640.

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8 UNITS OF HOE Colormatic with one 3:2 folder, 4 humps and reels. We are offering this press on a turnkey basis any place in the United States which will include purchase of press, removal, transportation, re-erection in running order. All this for the sum of $850,000.
Northeast Industries, (213) 257-7557

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7 UNIT Community, 2 folders, 1975
5 unit Harris V22, RB1 folder
Vanguard V-15, 4 and 5 units
2 units Community
6 unit Harris V-15A, 1979
Harris 845, 4 units, 22¾",4 splicers
If you plan to sell equipment contact:

BELL-CAMP INC
Box 97
Elmwood Park NJ 07407
(201) 796-8442 Telex 130326

EQUIPMENT & SUPPLIES

PRESSES

GOSS SC, 7 units, circumferential, 1978.
Community add-on units, 1968-75.
Suburban 1500, 4 units, 1975.
Urbanite, 10 units, 1980.
Urbanite add-on units and folders.
SU folder, half/quarter/double parallel.
Metro, 6 units, mid-1970's.

HARRIS V15 A, 6 units, 1977.
V15 A, 5 units, 1973.
V25, 7 units, 1980.
V25, 4 units, 1978.
Folders: JF7, JF1, JF4, JF10, JF25.
845, 4 units, 1975.
845, 4 units, 1978.

HOE Lithomatic II, 9 units, 5 Color Humps.

SOLNA KING Color King, 5 units, 1979.
Newsking, 6 units, 1970.

BUTLER, CARY, MEG Auto-Splicers.

GREG SHEETERS, imprinters, etc.

ONE Corporation
1820 Briarwood Industrial Ct, NE
Atlanta GA 30329
(404) 321-3992 Telex 700563

GOSS COMMUNITY, 3 units with quarter folder, 3-color, 35" web width, new 1970. $69,500. Bob Weber, (216) 729-2858.

GOSS Mark I, A-80, 22¾" Cutoff
10 units—Digital Pasters
6 Color Half Decks
2 Double 2:1 Folders with Balloon Formers

Goss Mark I, A-82, 239/16" Cutoff
23 units—Digital Pasters
4 Superimposed Double Half Decks
4 Single Half Decks
5 Double 3:2 Folders

Goss Mark II, A-82, 239/16" Cutoff
2 units, 60° Stagger—Full Digital Pasters

Goss Mark I, A-88, 239/16" Cutoff
30 units—Digital Pasters
5 3-Position Color Cylinders
5 Double 2:1 Folders

Double and single Goss portable color fountains.
Add-on units available.
Folder enclosure and dust collector system presently on a Goss Mark V.

Offered exclusively by:
INLAND NEWSPAPER MACHINERY CORP.
105th & Santa Fe Dr, PO Box 15999
Lenexa, Kansas 66215
(913) 492-9050 Telex 4-2361

GOSS URBANITE PRESSES AND COMPONENTS

6-14 units, two folders, approximately 1972. Roll stands, motor drives and miscellaneous accessories. We will sell complete presses or components.
IPEC, INC, 97 Marquardt Drive, Wheeling IL 60090, (312) 459-9700, Telex 20-6766.

WE HAVE IN STORAGE: Spare parts for Hoe, Scott, Goss and Wood presses, offset or letter press.

Portable ink fountains
Cline reels and pasters
Goss single width balloons
104A counter stackers
5 units Econ-O-Web press
Forklifts with rotating clamps
8 units of Urbanite, folder and balloon
Press #592
Goss Imperial folder Mark II
Napp manual platemaking systems
Beach platemaking systems
Capitol roll-handling equipment, new & used
We have or can get what you need
for your pressroom or mailroom.
We do machinery moving and erecting
We buy printing equipment.
NORTHEAST STORAGE
AND INDUSTRIES, INC.
(213) 257-7557

WAREHOUSE SALE

Newsking, 2 units (stacked), ¼ folder-1966
Newsking add-on units-1966
Color King add-on unit-1979
Goss Urbanite, 4 units, rebuilt-1971
Acumeter gluer
Harris one position roll stand
InterWeb Systems
BILL KIRK
(305) 629-4330
PO Box 2725
Winter Park FL 32790

EQUIPMENT & SUPPLIES

PRESSES

5 UNIT HARRIS V-15C, like new, installed October, 1979, must sell immediately, save $100,000.
2 unit Goss Community, reconditioned, grease lub.

Community add-on units, reconditioned, grease lub.

4 unit News King, reconditioned.

9 unit News King, KJ8, Mfg 1976/69, available May, 1982.

News King add-on units.

TURNKEY SERVICES
Offered exclusively by
INLAND NEWSPAPER MACHINERY CORP
105th and Santa Fe Dr, PO Box 15999
Lenexa, Kansas 66215
(913) 492-9050 Telex 4-2362

EQUIPMENT & SUPPLIES

WANTED TO BUY

CHESHIRE and Phillipsburg any condition. Call collect Herb (201) 289-7900. AMS, 1290 Central Av, Hillside NJ 07205.

GOSS COMMUNITY OIL BATH,
with SC folder unit separate.
Box 1983, Editor & Publisher.

LATE STYLE
COTTRELL V22/25 AND 845
BOX 273, EDITOR & PUBLISHER.

- Muller 227 inserter
- Cutler Hammer Mark IV
- Count-O-Veyor Stackers

All must be in good operating condition. Reply to Graphic Management Assocs, Inc, (617) 481-8562.

NEED 1500 SERIES GOSS SUBURBAN
4 to 6 units
BOX 200, EDITOR & PUBLISHER.

E & P Classifieds—
As effective in the newspaper community as your newspaper's classifieds are in your community.

HELP WANTED. . .

ACADEMIC

JOURNALISM. Lecturer or assistant professor. Full-time, temporary one year appointment (tenure-track possible, depending on credentials). Generalist to teach advertising/pr. PhD with professional experience preferred. Salary competitive. AA/EOE. Contact Roy Clark, Journalism Program, Sam Houston State University, Huntsville TX 77341. Deadline for applications: August 16, 1982. (713) 294-1495.

PUBLICATIONS: Advisor, Southern Methodist University, Dallas, is seeking an experienced advisor-director for its student publications, which include newspapers, yearbook, literary magazine, directory and radio station. Master's degree required; PhD and professional media experience preferred. Salary negotiable. Applications must be submitted by September 15, 1982, to: Giles Hudson, Chairman of the Board, SMU Student's Publishing Co, Box 456SMU, Dallas TX 75275. Southern Methodist University is an equal opportunity employer.

THE UNIVERSITY OF GEORGIA is seeking an associate professor or professor to teach public affairs reporting, advanced reporting and newspaper management/economics courses. Appointment as early as January, 1983. Extensive professional experience required. Salary competitive. Deadline for applications is November 15, 1982. Send letters of application and vita to George A Hough 3rd, Henry W Grady School of Journalism and Mass Communication, The University of Georgia, Athens GA 30602.

ADMINISTRATIVE

ASSISTANT CONTROLLER
Major, Zone 6 metro newspaper has an opening for an experienced MBA and/or CPA with a successful track record in financial management. Will assume full departmental (F and A) responsibility. We offer the growth potential of a thriving area and the opportunity to relocate to the Sunbelt. Send resume to Box 4505, Editor & Publisher.

CONTROLLER/CFO wanted for 10,000 circulation, family-owned Zone 2 daily with 30,000 circulation weekly shopper. Must have ability to become general manager. Applicant must be strong on accounting, computers, personnel, planning and interpersonal relations. Five years of newspaper experience required. Ideal for the executive who is tired of the group ownership rat-race. Please include salary requirements with resume. Reply to Box 4509, Editor & Publisher.

MANAGER/PUBLISHER to direct rapidly growing small daily in Aspen, Colorado. Four-year-old paper has strong editorial reputation. Needs personality with sales, writing, accounting skills. (303) 925-2220, 8-11am (MDT), Dave.

E&P CLASSIFIEDS
PRODUCE JOBS
FOR NEWSPAPER PEOPLE

ADMINISTRATIVE

MANAGER SYSTEMS DEVELOPMENT
We are seeking an individual with a high degree of expertise in EDP to supervise the design and programming of systems for corporate headquarters and subsidiary companies.
The position requires 8-10 years experience with various systems such as large scale IBM, DEC and Data Point. We prefer an individual with significant project management experience and a formal education in business, computer science or a related field. Qualified candidates should also have a good knowledge of distribution, advertising and financial reporting systems.
The position offers a unique opportunity for someone seeking a key management position in this field. Salary will be commensurate with experience. For immediate confidential consideration please forward your resume to Don Tinsley, Manager of Placement and Development, Gannett Co, Inc, Lincoln Tower, Rochester NY 14604.
Equal Opportunity Employer M/F

PUBLISHER
Progressive group of newspapers and shoppers located in Zone 1 seeks an experienced manager. Must be able to produce a good editorial product and be sales-oriented. Candidates should have strong management background. Excellent benefits and compensation. Send complete resume to Box 4565, Editor & Publisher.

PUBLISHER
Publisher for 5000 circulation daily in agricultural community in Zone 5. Must have experience in all newspaper and shopper operations. Send confidential resume to Box 4581, Editor & Publisher. An equal opportuniy employer.

RECENT graduate with interests in both selling and writing needed as management trainee by Midwest newspaper. Please apply only if you are a top speller with a desire and an ability to get into management. Send detailed letter about your accomplishments and interests along with a complete resume to Box 4351, Editor & Publisher.

SMALL ESTABLISHED WEEKLY newspaper in Western ski resort seeks couple to run paper for owner who is out-of-town often. Must be familiar with all phases of newspaper publishing, capable of writing, editing, etc. Income negotiable, commensurate with abilities. Successful development of newspaper could lead to equity position. Write Box 4448, Editor & Publisher.

WE'RE LOOKING FOR SOMEONE knowledgeable in and enthusiastic for the budding/burgeoning videotex-teletext-cablevision-electronic journalism industry, especially one familiar with industry demographics, employment opportunities, skills required, conditions of employment, etc. Excellent benefits, pay to low $40K, national and EEO employer.
Box 4569, Editor & Publisher

HELP WANTED

ADMINISTRATIVE

SENIOR INTERNAL AUDITOR
McClatchy Newspapers is currently seeking a senior internal auditor who will be responsible for developing and implementing comprehensive financial and operational audit programs within our broadcasting, cable television and newspaper operating divisions. Qualified applicants will have a degree in accounting, CPA or CIA with 4 years public and/or private auditing experience and familiarity with computer-based systems. Prior audit experience within broadcasting, cable television and newspapers is desirable. Requires excellent communication skills and proven ability to establish and maintain effective working relationships with all levels of management. Travel will be necessary. Please send your resume, with salary history, in confidence to:
Personnel Department
McClatchy Newspapers
PO Box 15779
Sacramento CA 95852

Equal Opportunity Employer

ADVERTISING

ADVERTISING DIRECTOR
Large Missouri suburban group is looking for a creative leader, man or woman, who is willing and able to show salespeople how it's done! Sales, organization, and training abilities a must. Prior suburban advertising management experience a definite plus. Very attractive compensation package including profit sharing. Present advertising director will help with selection of new director. Resume and prior salary history to Ron Lindsay, Townsend Communications, 7007 NE Parvin Rd, Kansas City MO 64117 or call (816) 454-9600.

RETAIL ADVERTISING MANAGER

For 52,000 morning and evening combination daily in Zone 4. Manage daily operation of Retail Department and supervise 10 employees. Excellent salary and fringe benefits plus MBO program. Solid advertising background required. Send complete resume and salary requirements to: GM Johnson, Advertising Director, Gulf Publishing Co, PO Box 4567, Biloxi MS 39531 or call (601) 896-2484.
an equal opportunity employer

ZONE 9 TMC shopper needs experienced ad salesperson ready to move up to sales management. Send resume to Box 4496, Editor & Publisher.

COMBINATION advertising manager/editor needed by Zone 5 suburban weekly. Excellent fringe benefits including car. Chance for part ownership without investment on your part. Write in care of Box 4468, Editor & Publisher. State present salary earnings.

CLASSIFIED SUPERVISOR
Madison Newspapers, Inc, publisher of two dailies with a combined circulation of 111,000 and 128,750 Sunday seeks an innovative and aggressive sales supervisor. You will be responsible for a non-contract staff of 14 including national classified, front counter and legals and will work closely with the classified advertising manager to plan and generate sales in our two newspapers, Zoned editions and special sections.
If you are an experienced sales supervisor of telephone sales personnel, possess creativity, initiative and good human relations skills and are capable of demonstrating and critiquing sales calls, we would like to talk to you. Experience with planning, budgeting and electronic typesetting systems would be helpful. We offer management training and development, and excellent salary incentive and employee benefit programs. Please send letter of application including education, work and salary history to:
Personnel Administrator
MADISON NEWSPAPERS, INC
PO Box 8056
Madison WI 53708

an affirmative action employer

GENERAL SALES MANAGER
To 60K (Zones 4 and 9)

REGIONAL SALES MANAGER
To 38K (Zone 9)

DISTRICT SALES MANAGER
To 30K (Zone 4)
Are you aggressive, growth-oriented and $ motivated? I place people in the shopper industry. Please call or send resume to: Dennis Fearing, Multi-Media Enterprises, 18533 Burbank, Ste 144, Tarzana CA 91356; (213) 344-7177.

HELP WANTED

ADVERTISING

MAJOR ACCOUNTS REPRESENTATIVE—Large weekly newspaper group in New Jersey seeks experienced professional capable of making strong client presentations and skilled in use of sales materials. Marketing knowledge a plus. Excellent benefits. Send resume and salary requirements to Box 4504, Editor & Publisher.

ADVERTISING MANAGER for 14,000 state capital daily in northern Rockies. Should be strong on marketing, staff leadership, advertiser motivation and quality control. Apply by letter with resume, present salary to Publisher, Independent Record, Helena MT 59604.

ADVERTISING MANAGER for long established New Jersey weekly newspaper. Prime market in highly competitive area. Box 4558, Editor & Publisher.

ART/GRAPHICS

IMMEDIATE OPENING for editorial artist who can design and art direct feature pages. Must have an acute awareness of photography, typography, illustration and be able to work with process color. Page layout, map and chart experience helpful. Three years newspaper experience necessary. Resume, references, samples. Samples will be returned in a reasonable length of time. Larry Woodburn, Managing Editor-Features, Gazette Telegraph, PO Box 1779, Colorado Springs CO 80901.

CIRCULATION

CIRCULATION MANAGER
Reporting to circulation director in Southern metro market. Part of a major group with excellent career opportunities. Must be experienced in all phases with strong management skills. Beautiful climate. Excellent benefits. Starting salary commensurate with experience. Send resume to Box 4562, Editor & Publisher.

CIRCULATION MANAGER
For suburban Philadelphia weekly newspaper group having both paid and free circulation. Individual must have nut and bolt experience and be well organized. Promotional experience and ability a must. Send resume stating compensation requirements to Box 4522, Editor & Publisher.

CIRCULATION DIRECTOR

We're now interviewing for the top position in our circulation marketing department. To qualify, you must be an experienced direct mail copy writer, you must know list analysis, purchasing and list tracking, you must have prepared direct mail solicitation packages of some variety, over a period of years. You must also know mailing requirements for direct mail, have a sound knowledge of ABC and/or BPA auditing requirements and be able to plan and execute a complete circulation marketing program. You must have a knowledge of data processing as it applies to circulation fulfillment. Experience in both business and consumer circulation marketing is vital. Budgeting and cost control is necessary in this position, so it is suited to only a few highly-experienced people. For such a professional, this is an important career opportunity with a growing magazine/newspaper publishing house. We are a subsidiary of the E.W. Scripps Co. and also are the leading publisher of local business newspapers in the U.S. with publications in 12 major cities. This position would be at the headquarters plant in Houston and is one of the company's important management posts. For information or interview, contact Bob Gray, President, Cordovan Corporation, 5314 Bingle Road, Houston, TX 77092. Resumes may be sent in confidence to Cordovan Recruiting at the same address.

HELP WANTED

CIRCULATION

CIRCULATION MANAGER
Wanted by Zone 5 daily and Sunday. Must be promotion-minded, handle ABC, motor routes and motivation of District Manager's.
Excellent starting salary plus incentive bonus, paid pension, vacation, and other fringe benefits. Good opportunity for advancement. All replies will be held strictly confidential. Write Box 4582, Editor & Publisher.

METROPOLITAN AREA
CIRCULATION MANAGER

Highly respected independent 7-day morning newspaper ranked in top 100 market has unique opportunity for well educated individual experienced in circulation management, strong in sales and promotion, qualified to be put in line for top circulation position. Confidentiality of applicants respected if requested. Send comprehensive resume and salary requirements to Box 4567, Editor & Publisher.

CIRCULATION MANAGER—7000 daily has immediate opening for experienced person able to take complete charge of department. Permanent and excellent chance to join growing firm with good advancement possibilities. Send resume to Daily Gate City, PO Box 528, Keokuk IA 52632.

CIRCULATION DIRECTOR, growing Arizona group. Should have experience with dailies, weeklies, TMC, carriers, mail, and ABC. We have computer circulation and PIA. Good career opportunity. Looking for a proven leader. Good remuneration, benefits. Don Kramer, Sr, Publisher, Casa Grande Valley Newspapers Inc, PO Box 639, Casa Grande AZ 85222.

CIRCULATION
MID-MANAGEMENT
Limited number of opportunities open for challenged circulators seeking mid-management circulation experience with a future. Must have 4 or more years solid experience as district manager or higher.
Responsibilities include crew-carrier sales, total subscriber service and single copy marketing. Your staff would include 4 to 7 full-time employees. If hired you will be an active member of one of the Southwests most progressive daily newspapers. Salary $15,000 to $23,500 depending on ability and experience. Send resume to Box 4553, Editor & Publisher.

CIRCULATION
MANAGEMENT
We are looking for a progressive, experienced individual for the position of division supervisor (Zone manager). Individual must be capable of working on his/her own with limited interference. This is a high pressure job with good opportunity for advancement if able to produce. Super opportunity for assistant or circulation manager of smaller newspaper who is ready for a challenge of 140,000 plus all day newspaper. Salary range $23,000 to $27,000. Send resume to Box 4554, Editor & Publisher.

HELP WANTED

EDITORIAL

70,000 AM Daily in SEC country looking for talented sports reporter who can do some desk and makeup work. Two years experience minimum. Send resume and clips to Box 4430, Editor & Publisher.

ASSISTANT MANAGING EDITOR—New England daily under 50,000 seeks an editor of proven abilities; one who is a newsperson and an administrator. We require someone who knows every aspect of newsroom operation and one who is effective in working with and leading other editors and reporters; someone who has more than a passing interest in business news. This is not a dead-end position; the person we seek is one who must be ready for vertical advancement in a few years. Resumes that do not include salary requirements will not be considered.
Please send resumes and letters to Box 4568, Editor & Publisher.

ASSISTANT MANAGING EDITOR for Manhattan-based feature syndicate. Strong editorial management experience and knowledge of national and international affairs important. Ability to work with large and diverse staff, to inspire, to create, to innovate. Newspaper or magazine background. Send resume and salary requirements to Box 4583, Editor & Publisher.

E & P's Help Wanted ads reach the industry people you are looking for to fill that open position at your paper. And, Positions Wanted advertisers tell us that E & P Classifieds ads get results!

CITY EDITOR—Must be competitive, organized, crave local news, have strong editing skills and provide leadership for excellent, 13-member reporting staff at nationally respected daily. Contact immediately Lee Strobel, Managing Editor, Columbia Daily Tribune, PO Box 798, Columbia MO 65205; (314) 449-3811.

COPY EDITOR/REPORTER for large, award-winning Colorado weekly. Newspaper copy editing experience and personal interview required. The Steamboat Pilot, Box 1238, Steamboat Springs CO 80477.

CITY EDITOR sought by Yakima Herald Republic, 40,000-plus morning circulation daily in central Washington. Job requires good organizational, human relations skills. Mostly day hours. Excellent benefits. Expediant replies advised. Send complete resume and references to Kay Gause, Yakima Herald Republic, PO Box 9668, Yakima WA 98909.

EDITOR: Top-notch individual, both personally and professionally, to fit into rapidly growing 27M plus, offset, (6-days, no Sunday) PM daily in Zone 3. Must know newsroom operation from bottom up, quality product and ability to work with people at all levels, both inside and outside plant. Excellent retirement and hospitalization benefits. Write Box 4489, Editor & Publisher.

SENIOR STAFF WRITERS-EDITORS

Large Midwest utility has fine opportunity for experienced Writer-Editor. Assignments will range from speeches for executives to statements on issues affecting the company. You will prepare news releases and backgrounders, field questions from reporters, assist other departments on public affairs representatives in field offices. Competitive salary based on your track record. Top benefits. Degree in Journalism, English or equivalent and minimum of five years as a published writer plus the skills to edit or rewrite. If you enjoy writing and dealing with people, this is an excellent opportunity.

Send resume and samples of your writing to:

BOX 4556, EDITOR & PUBLISHER

HELP WANTED

EDITORIAL

EDITORIAL ADVISOR
OF STUDENT PUBLICATION
AND INSTRUCTOR OF JOURNALISM
Advise twice-weekly student newspaper and advise and coordinate student staff and newsroom operation. Teach two undergraduate courses in mass communications department that include mass media and society, beginning news gathering and reporting and any other course in the news editorial sequence. Coordinate all news editorial writing labs with student publications. Minimum Bachelor's degree in Journalism/Mass Communications-or other related field, Master's preferred. Minimum of 3 years teaching experience at college or university level. Experience in graphics and production required.
Three to five years of successful professional experience on community newspaper required. The University of Texas at El Paso is part of the UT system. UTEP's enrollment is about 16,000. The mass communication department, housed in a recently renovated building has about 350 majors. Student publications offices, completely renovated are situated in the union and house Compugraphic video display terminals and other modern equipment. Send vita and 3 letters of recommendation to:
Wilma Wirt, Chairperson
Dept of Mass Communications
University of El Paso
El Paso TX 79968
Closing date for receiving vitas is August 15, 1982 or until adequate pool of qualified applicants is received. This university if an equal opportunity/affirmative action employer.

EDUCATION WRITER. The right person has at least five years experience on the "Education Beat" and is interested in moving to a newspaper and an area where school news is a top priority. This person can gather the news and report it crisply, accurately and concisely. We are seeking someone who has the know-how to work independently yet the capability of accepting and benefiting from supervision and direction of experienced editors. Pay range: $325-45. Send resume and clips to: Nelder Dawson, Personnel Director, Alexandria Daily Town Talk, PO Box 7558, Alexandria LA 71306. An equal opportunity employer.

EDITORIAL PAGE EDITOR

The Billings Gazette, Montana's largest and most influential newspaper, is accepting applications for editorial page editor. We hope to fill the position by November 1, one month prior to the retirement of our current opinion page editor. The person we seek will have experience as an opinion page editor, be highly articulate and be able to intelligently address issues of regional, state and national concern, with emphasis on the former. Send complete resume, list of references and clips of editorials to Richard J Wesnick, Editor, The Billings Gazette, PO Box 2507, Billings MT 59103. An equal opportunity employer M/F.

COPY EDITOR—We're looking for a bright, graphics-minded editor for general layout and editing duties on our Zone 2, 44M circulation daily. Must have 2-3 years experience, the ability to learn and a healthy dose of ambition. Reply to Box 4495, Editor & Publisher. An equal opportunity employer.

COPY EDITORS—Zone 1 AM needs desk people with two-plus years' experience. Accuracy, layout skill, bright heads essential. VDT knowledge helpful. Box 4511, Editor & Publisher.

HELP WANTED

EDITORIAL

EDITOR IN CHIEF, suburban weekly group long established in eastern New England area near seacoast. Degree, at least 5 years' experience required. Must have ability to supervise staff of 10 reporters and editors. Knowledge of VDT's helpful. This job is for an award-winning self-starter who can inspire the staff to editorial excellence. (The papers have a Republican/conservative philosophy). Salary competitive. You will really have to be pretty good to be considered for this position. If you haven't got outstanding credentials, save us both a lot of time and forget the whole thing. Send resume and a letter about yourself to Box 4579, Editor & Publisher.

ENTERTAINMENT/ARTS EDITOR at major metropolitan daily in highly competitive northern California city. Must be an experienced editor with excellent knowledge of pop, fine arts and culture. Send resumes and samples to Box 4584, Editor & Publisher.
equal opportunity employer

GENERAL, society reporter with layout and sales experience for progressive rural weekly in northern Montana. Send clips, resume to Dwight Pfeifer, Phillips County News, PO Box 850, Malta MT 59538.

GROWING college-town daily near New Orleans seeks experienced reporter. Call or write Managing Editor, Box 1149, Hammond LA 70404; (504) 345-2333.

MAGAZINE EDITOR
Are you bubbling with story ideas? Do you have the skills to work with a staff of talented reporters to develop those ideas? Do you have the graphic expertise to sell the stories with punch and verve? Mid-sized daily in Ohio wants to help you grow if you are excellent. Box 4521, Editor & Publisher.

MORNING DAILY, large Southwestern city seeks copy editor. Editing experience and commitment to excellence required. Send resume and salary history to Box 4527, Editor & Publisher.

MANAGING EDITOR for long established New Jersey weekly newspaper. Cosmopolitan suburban area. Career opportunity. Full range of editorial duties and responsibilities. Box 4557, Editor & Publisher.

MEDIUM-SIZED DAILY in Zone 8 accepting applications for copy editor on features desk. Good layout and editing skills a must. Eye for good graphics helpful. Only copy editors with 3 years experience need apply. Resume, tearsheets and salary requirements to Box 4585, Editor & Publisher.

NEWSFEATURES EDITOR

The Seattle Times is looking for a newsfeatures editor to supervise an experienced staff that produces several sections including daily lifestyle, Sunday arts and entertainment, Sunday tv, Wednesday food, Friday entertainment, plus weekly sub-sections covering fashion, home and books, and a monthly gourmet section.

Must have experience as a supervising editor in the newsfeatures field and the ability to lead a group of section editors. Must be able to work cooperatively with the newspaper's design staff.
Competitive salary and good benefits. Send resume with your philosophy of newsfeatures coverage, salary history and samples of sections you've edited to RC Follett, Personnel Dept, The Seattle Times, PO Box 70, Seattle WA 98111 by August 13, 1982.

IT'S A CLASSIFIED SECRET!

We've got a secret—and it's strictly classified information! We'll never reveal the identity of an E&P Box Holder. However, if you want to answer a Box Number ad, but don't want your reply to go to certain newspapers (or companies), put your mind at ease! Just seal your reply in an envelope addressed to the Box Holder. Attach a note telling us what newspapers, groups or companies you don't want the reply to reach. Then put the reply and the note in an envelope addressed to E&P Classifieds. If the Box Number you're answering is on your list, we'll discard your reply.
IMPORTANT: We can't return your reply because that would be the same as telling. So don't send indispensable material. Also attach a note *each time* you want a box holder checked.
And if you don't want your reply to be sent to any property held by a group, it's best to list the properties.

HELP WANTED

EDITORIAL

GENERAL ASSIGNMENT REPORTER
J-school grad or a reporter with some weekly experience sought be aggressive, dynamic daily in Garden spot of Garden State. Contact Dean Schofield, Bridgeton Evening News, Bridgeton NJ 08302.

"HOW TO GET HIRED IN JOURNALISM"
For information, write: Northwest Marketing Limited, Box 3658-J, Lacey WA 98503.

IMMEDIATE openings for experienced general assignment reporter and sports reporter on three-day-a-week county seat newspaper. Camera experience a must. Reply to G Gobczynski, Salem Times-Commoner, 120 S Broadway, Salem IL 62881. No phone calls.

NEWS EDITOR needed on Michigan daily. Person must have vision for paper's content and layout. Job involves wire, page layout and copy editing. Seven-person department needs fired-up journalist in #2 spot. Send resume and examples of work to Box 4572, Editor & Publisher.

NEWS EDITOR—Iowa county-seat weekly. Complete news and photo responsibility. Box 258, Corydon IA 50060 or call (515) 872-1234.

REPORTER for Coastal community newspaper. Must enjoy sports, be community minded and produce both analytical and feature work that is lively and concise. Send resume, recent clips and salary requirements to Bar Harbor Times, 66 Main St, Bar Harbor ME 04609.

REPORTER
Pasha Publications, an independent energy publisher, wants a full-time reporter to cover oil production. Experience in oil reporting a must. Excellent benefits; salary depends on experience. Send resume, clips to: Pasha Publications, 1401 Wilson Blvd, Ste 1000, Arlington VA 22209.

SOUTHWESTERN DAILY seeks assistant news editor ready to face challenges in ambitious metro competitive atmosphere. Supervisory and copy desk experience necessary. Send resume and salary history to Box 4528, Editor & Publisher.

SPORTS EDITOR for 7000 daily in Princeton, Indiana. Person must possess editing, layout and management skills. Photo experience helpful. Send resume and clips to Ernie Governeur, Clarion, 100 N Gibson, Princeton IN 47670.

STAFF WRITER II

Duties include reporting to member, employee and public audiences on the programs and policies of Basin Electric Power Cooperative, an electric power generating and transmission cooperative serving 120 rural electric member systems in eight states. The person hired for this position will work at Basin Electric's headquarters in Bismarck, North Dakota, with occasional travel to power-plant and member-system locations within the region. This writer will produce copy for use in the Cooperative's print and A/V materials and will contribute to communications program development. Qualified applicants should have two to four years of journalistic writing experience. A college degree and some scriptwriting experience are highly desirable. Basin Electric offers competitive salaries and excellent benefits, opportunities for career growth and a desirable work environment.
Letters of applications and resumes should be sent to:

Personnel Division
Basin Electric Power Cooperative
1717 E Interstate Ave
Bismarck ND 58501

An Equal Opportunity Employer M/F

VERSATILE REPORTER needed by growing twice weekly in northeast Texas. Photography, layout and darkroom skills helpful. Send resume, clips and salary requirements to: Brian Sherman, The Bowie County News, PO Box 818, New Boston TX 75570.

FREELANCE

OPPORTUNITY KNOCKS TWICE A MONTH for professional writers, photographers-also editors/publishers. Since 1969 Freelancer's Newsletter has provided profitable information to freelancers across the country. Bonus: Computerized resume and referral service! For sample, send # SASE: Freelancer's Newsletter, Dept N, 307 Westlake Dr, Austin TX 78746.

HELP WANTED

JOB LEADS

PR/EDITORIAL jobs nationally. Twice-a-month subscription rates. M Sternman, 68-38 Yellowstone, Forest Hills NY 11375.

PHOTOGRAPHER

PHOTOGRAPHER wanted on Michigan Upper Peninsula daily that has an appreciation for graphics. Enthusiastic staff. Award-winning paper for make-up. Looking for writing and layout skills. Send resume and examples of work to Box 4571, Editor & Publisher.

EDITOR & PUBLISHER classified ads produce results like no other publication in the newspaper field! Whether you have machinery, supplies, or newspapers to sell (or buy)—need a top qualified person to fill an opening—or are looking for just the right spot to advance your career—put an Editor & Publisher ad to work for you. Call (212) 752-7050.

PHOTOJOURNALISM

THE ANCHORAGE (ALASKA) Daily News, an excellent morning newspaper of 44,000 circulation has an immediate opening for a hard-working, talented photographer. Alaska is normally an exciting place to practice journalism, but is even more so now with both Anchorage dailies embroiled in a tooth and nail newspaper war. The News has a solid tradition of outstanding photography on which we intend to build. The pay is reasonable, the work is hard and our standards are high. If this interests you, send a letter explaining why you are the person for the job, a resume (include professional references), a salary history, and an ample portfolio of color and black and white work (originals and tearsheets preferred) to Mr WP Dougherty, Assistant Managing Editor, Anchorage Daily News, Pouch 6616, Anchorage AK 99502.

PRESSROOM

ELECTRONIC TECHNICIAN needed by 130,000 daily North Carolina newspaper. Applicants should have at least three years experience in the repair and maintenance of computer systems and related equipment. Send resume to Electronic Department, PO Box 191, Raleigh NC 27601.

OPPORTUNITY for an experienced Goss Metro pressperson that can move to Mexico, learn Spanish, run the press well, keep the people challenged and the machine in good shape for growing twice-a-day newspaper in Monterrey, Mexico. Call Tel. 43-27-26.

PRESS MANAGER
Seven-day-a-week AM newspaper, 60,000 average daily. Sunday circulation. 7-units, 2 half decks of Goss metro offset press. Must be ambitious individual with strong organizational, leadership and people skills; quality conscious; goal-oriented and possess the technical ability to operate metro offset equipment. Contact James Fuller, Ledger Publishing Co, PO Box 408, Lakeland FL 33802, (813) 687-7861.

PRESSPERSON wanted to handle 4-unit Newsking printing press. Salary open. Write Freeman Press, PO Box 111, Union MO 63084.

PRESSROOM NIGHT FOREMAN for a medium-size newspaper that will be printing the new Gannett USA Today national newspaper. Primary responsibility will include printing top quality process color and on time. Must have 6 years minimum experience on Urbanite with 2 years as supervisor. 11 units with 7 RTP's. Press and building is 1½ years old. Located in Michigan. Chance for advancement within group. Please send resume to Box 4559, Editor & Publisher.

PRESSROOM SUPERINTENDENT
We're a growing 80,000 circulation 7-day AM daily in Zone 2. We're looking for someone to take charge of our expanding press department. Metro offset experience is a must and experience in conversion to offset is helpful. We prefer at least 5 years management experience, too. Your strengths should include establishing and maintaining employee training and press maintenance programs. We can offer the right person an attractive salary and benefits package. Please send your resume to Box 4563, Editor & Publisher.

PRESSROOM SUPERINTENDENT for daily/weekly newspaper central printing plant. Zone 3. Heavy Urbanite experience. Excellent salary, major company affiliation and benefits. Call John Ledbetter or Don Conner, (615) 552-1808.

HELP WANTED

PRESSROOM

PRESS MANAGER
Need quality-conscious press manager, experienced in web offset operation and knowledgeable in Goss Urbanite press. Excellent salary, company benefits and good working conditions. Zone 6. Call John Hancock, (713) 779-4444.

PRODUCTION

PRODUCTION MANAGER
We are a daily afternoon newspaper located in Morris County, New Jersey, seeking to fill a position with an experienced proven individual who has thorough knowledge of Goss Community offset press. Other qualifications should include commercial printing, job estimating, budgeting, cost control and direct labor relations. Send resume and salary requirements to Box 4570, Editor & Publisher.

PROMOTION

PROMOTION MANAGER

Zone 2 growing major metro paper seeks a promotion manager to plan and implement advertising, circulation and editorial promotion. Will work closely with division heads, inside artist and outside ad agency. Strong planning, organizational and copy writing skills are essential. Salary in the mid-$20's. Resumes to Box 4580, Editor & Publisher.

HELP WANTED

SALES

AGGRESSIVE NEWSPAPER PEOPLE
Growing company in southern California seeks account representatives for (1) South Central states, (2) Mid-West states, (3) Northeast states, and (4) Southeast states. Install and sell comprehensive newspaper advertising, business, and circulation systems. Effective account representatives can make $40,000 or more. Stock options available to persons promoted into regional management positions. Get in on the ground floor of a company formed two years ago with substantial venture capital support by newspaper veterans with more than 75 years of industry experience. Preference given to applicants with newspaper expertise (advertising, business, circulation), evidence of sales and management ability, entrepreneural instincts, and familiarity with computers. All inquiries kept in confidence. Please send current resume to: Personnel, Newspaper Systems, Inc, 5701 Slauson Av, Suite 100, Culver City CA 90230.

ADVERTISING MANAGER
For small New England daily. Shirt-sleeve job of directing, motivating sales staff. Strong on organization, creativity, layout. Box 4534, Editor & Publisher.

You May Take One Giant Step...
toward a better job
by placing your ad in E&P's
Positions Wanted section!

POSITIONS WANTED

ADMINISTRATIVE

A UNIQUELY QUALIFIED couple with over 20 years experience in newspaper and direct mail shopper management—sales, sales management, general management, editorial, production, seeks opportunity to help a weekly newspaper in Zones 8 or 9 to grow 200 thousand plus circulation and share in profits. Box 4518, Editor & Publisher.

DEDICATED JOURNALIST/MARKETING SPECIALIST/FAMILY MAN in late 30's with strong line management, business academic background seeks top management position with quality suburban newspaper or group. MBA seasoned with time in newsroom, selling majors, running web printing business, sitting on chamber board, and in both publisher and general manager chair. Box 4526, Editor & Publisher.

GENERAL MANAGER. Knowledgeable all phases newspaper operations, with solid record of substantially lowering operating costs while increasing margin. Proven record with highest references. Box 4543, Editor & Publisher.

PUBLISHER small 6-day issue seeks position-larger organization. 43, experienced AM/PM, shoppers, conversions, weeklies, acquisitions, bugeting, strong sales management and people background. Prefer Zones 6, 8, 9. Box 4513, Editor & Publisher.

PROVEN TRACK RECORD, 17 years of daily and weekly experience, strong background in over all production of newspaper from proofgirl to owner/publisher of weekly newspaper. Guaranteed in building solid organization but no miracles over night. Seeking advertising management in an interesting community with an organization emphasizing a quality product. Zones 4, 6, 8, 9 preferred. Reply 403 Downers Trail, Prescott AZ 86301; (602) 778-4410.

To answer box number ads in

EDITOR & PUBLISHER

Address your reply to the box number in the ad, c/o Editor & Publisher, 575 Lexington Av, New York, NY 10022. Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manila envelope.

ADVERTISING

EXPERIENCE
My credentials are my experience in all phases of advertising and circulation management. I have been employed by dailies in small cities and in metropolitan centers. My references would command the respect of any potential employer.
My wife has become the victim of an illness that can be relieved only in an environment where temperatures are consistantly moderate. This circumstance compels me to leave my present employer.
I seek an opportunity to harness my energy and experience to your needs. I can be reached at Box 4499, Editor & Publisher.

ART/GRAPHICS

EDITORIAL ARTIST—Seeks position on metro paper. Age 30—14 years experience in Des Moines Register newsroom. 11½ in news art. Award-winner. Map, chart, illustration, cartoon, layout and retouch experience. Art director of Sunday "opinion" section. Resume and work samples available. Any Zone. Box 4564, Editor & Publisher.

EDITORIAL Art Director CLEVELAND PRESS. 35 years experience, 4 years Director, seeks artist position on daily. Illustrations, page layouts, cartoons, logos, photo retouching, good references. TOM MURRAY, (216) 521-0610.

CARTOONIST

YOUNG, award-winning, unique cartoonist-illustrator. Journalism BA—extensive art education—daily experience in all phases journalism. Take a look, I may be right for your paper. (213) 289-1407.

CIRCULATION

FORMER large metro district manager—Excellent sales background and promotion track record. Wishes comparable position in any size market in or near Michigan/Wisconsin. Box 4566, Editor & Publisher.

EDITORIAL

ENERGETIC SPORTS EDITOR (25,000 am) seeks job as sports copy editor on larger paper. Strong on layout. Learning pagination. Will consider any area. Mel Bracht, 701 S Nebraska, Marion IN 46952; (317) 668-7185.

CONSCIENTIOUS farm editor, with newspaper experience, ag journalism degree, now with commodity organization seeks new position. Zones 5, 6, 7, 8, 9. Box 4481, Editor & Publisher.

POSITIONS WANTED

EDITORIAL

AWARD-WINNING sportwriter/columnist for mid-size daily looking to relocate to large daily in major market. Major college and pro part of regular coverage. VDT, teleram experience. Box 4474, Editor & Publisher.

EDITING POSITION sought be reporter with seven years experience on weekly covering county government, courts, and school system. Will relocate. Use wheelchair and drive van. Jim Krauth, Rt 3, Madison Heights VA 24572.

FREE agent sports writer-deskman with 8 years experience, 6 on VDT. Age 28. Sharp, energetic, street-wise. Call Mark, (216) 943-0165.

FORMER editor of three-day-a-week newspaper seeks position in Zone 5, 7, 9. Good desk, writing skills. Available immediately. RE Wackrow, (312) 595-7173.

HUSTLING VERSATILE reporter, 2 years out of J-school, seeks immediate lower-level Zone 9 opening. VDT and photography skills. Call Marc, (301) 764-8859.

I WANT A JOB, any Zone. Young reporter with top references. Capable, fast learner. Ted Stump, 18552 Collins, Tarzana CA 91356; (213) 342-2619.

MOTIVATED '81 graduate seeking full-time reporter position. Experience with photography, layout. Writing background in news, science. Karen Heller, 2 Barclay Rd, Scarsdale NY 10583.

NEWS VETERAN seeking top writing or management job, Zones 3-8. Strong on training reporters, investigative reporting, breaking news, photography, editorials. Wason, PO Box 361, Osprey FL 33559.

OH TO BE IN NEW ENGLAND AGAIN. New York City writer with strong news/features/sports background seeks position on Zone 1 daily. Call collect evenings, (212) 691-6452.

SPORTS EDITOR of Iowa daily needs change. BA, 33, 16 years experience. Jeff Green, (319) 234-4850 before 3pm.

SPORTS DESK MAN. 9 years experience. Layouts helped newspaper place second in statewide best-section contest. VDT trained. Very adept with color. Box 4502, Editor & Publisher.

SPORTSWRITER—Experienced, versatile. Three years as weekly sports editor. Six years covering preps to pros. Seeking challenge on 20,000-plus daily, Zones 2-4 or 8. Joel (301) 497-2340.

VETERAN JACK of all newsroom trades; master of several, prefers sports, wire or copy desk spot with daily in the East. Box 4561, Editor & Publisher.

VARIED EXPERIENCE. From city beat to managing editor—small dailies. Expertise—theater/film/show biz. Seeking a challenge on medium to large daily. Box 4574, Editor & Publisher.

YOUNG, executive-type Ms journalist 10 years experience copy desk to publisher, everything between. Pr, newspapers, magazines (trade and consumer) in Los Angeles, Chicago, New York. Santa Barbara to to Los Angeles Valley preferred, but will consider. Reply Box 4515, Editor & Publisher.

POSITIONS WANTED

EDITORIAL

EXPERIENCED NEWSROOM PERSONNEL AVAILABLE

Suspension of our evening edition, the Sarasota Journal, has made surplus several members of our newsroom staff including desk people, reporters, photographers, and wire room personnel. If you plan to augment your newsroom staff in the near future please contact CS McColley, Personnel, for resumes and information. Lindsay Newspapers, Inc, PO Box 1719, Sarasota FL 33578 or phone (813) 953-7755.

FREELANCE

DALLAS/FORT WORTH freelance assignments wanted. Reporter with five years daily newspaper experience. Judith Putnam, 7682 Courtney Oaks #2077, Fort Worth TX 76112; (817) 429-8137.

HOLLYWOOD FREELANCER knows the stars and gets the story. Profiles, news items, gossip column. Call (213) 932-0875.

WASHINGTON WRITER will take news, feature assignments. Solid experience, clips (New York Times, Washington Post). A Shahaty, 2813 28th St, NW, Washington DC 20008; (202) 234-2663.

PHOTOJOURNALISM

PHOTOJOURNALIST—Young, talented and motivated. Two years experience on small daily in metro market. Lost my job when paper folded. News, features, sports, essays-you name it, I do it well. Will relocate, will consider all offers. Ken Rude, 611 S 48th St, Philadelphia PA 19143; (215) 727-5774.

PHOTOJOURNALIST with many awards seeking photo-oriented publication. 15 years experience including writing, layout, editing, management. Any Zone, 6 preferred. Available now. Reply to (713) 265-5184 or Box 4520, Editor & Publisher.

PICTURE-editor, designer, photographer seeks job on progressive, photo-word oriented paper. Call (501) 562-6274 or (402) 572-7643.

PRODUCTION

PRODUCTION MANAGER. Proven record increasing productivity while lowering operating costs. Highest references. Box 4542, Editor & Publisher.

PUBLIC RELATIONS

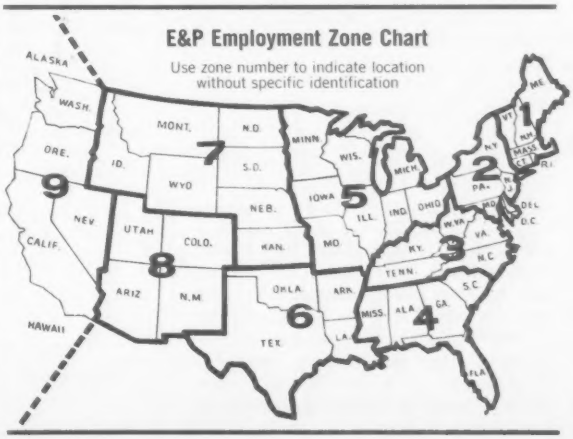
BUSINESS COMMUNICATOR experienced in publications, brochures and audio/visual for highly diversified Fortune 20 company in Houston seeks position in communications/public relations. Desire to relocate. Call (713) 757-2543 (office).

SALES

SALES/MANAGEMENT
To newspaper industry, well connected, successful track record, East and South, resumes and references. J Keffer, 3550 Harrowgate Rd, York PA 17402. (717) 755-6530.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Robert H. Cunningham

There ought to be a law

I shuffled my feet in embarrassment as the state editor continued his extravagant praise. The story had been carrying banner heads most of the week and would continue so long as the union and the utility remained at each other's throats. But the managing editor seemed singularly unimpressed. Still he said nothing; just let the state editor run on. Until, as we left the office, Bill called me back.

"Here, Bob," he said. "You've earned this." And he handed me a $2 bill.

Two dollars. The going price for any whorehouse in neighboring Campbell, Ohio, which boasted the dubious distinction of being the sixth largest whorehouse town in the United States. Bill Powers, the managing editor of the *Youngstown Vindicator*, was right. I had earned the two dollars. For my story about war industries being imperiled was almost pure fabrication. A media hype!

It was the summer of 1941 and I had been sent by the Vindicator to "work the sticks," covering summer vacations for all the regular area correspondents from Warren, Ohio, to the West to Sharon, Pennsylvania, to the East. I was very proud, for it was a challenging assignment for a reporter too young to have yet voted. Particularly Warren, which rated a separate Trumbull County page and a banner head every day. That's how the trouble began.

Bear stories

My daily news packet had to leave with the Youngstown bus at 7:30 every morning. With a lead story strong enough to carry a banner head. And Warren was not all that great a news town. Despite having a small daily of its own (or maybe because) and being the western terminus of the twenty miles of steel mills which made Greater Youngstown, in those days, the world's third largest steel center.

After three days I was tearing my hair, trying to uncover enough stories to warrant a banner head. And then, over a late night drink, the UP stringer provided the answer: "Bear stories."

"What?"

"You know. Bear stories. Woof, woof. Scare the hell out of everybody. Like the mills shutting down with all those war orders if the electric company goes out on strike."

The light switched on. I got a couple of people out of bed and had a great story for the next morning's packet: Twenty million dollars in war orders would be imperiled if negotiations between the Electrical Workers Union and the Public Utility broke down. And the deadline for a new contract was only a couple of weeks off. The rest of the story fleshed out the lead—the danger to our Allies if they could not count on tanks, ships and guns made with American steel.

I left out just one small fact.

There never had been any real question about the new contract being agreed. The union and the public utility had been negotiating quietly and were on the verge of agreement. Only a few minor points remained to be settled.

Until I wrote my "bear" story.

Self-fulfilling hype

Suddenly the quiet negotiations turned into a mare's nest. Where agreement had been assured it was now, suddenly, most doubtful. The hype became self-fulfilling. There was no longer any question about banner heads, only what angle should I use for the next lead.

Before most reporters get off obits I had been seduced by two, very diseased sirens: advocacy journalism and the power of the press.

I really didn't know what to expect when Irving R. Levine asked if I would sub for him when he was out of town. It was 1964 and I had just taken over the *Rome Daily American* in Rome, Italy. Irving explained how it worked. Each time NBC in New York called up a circuit I should give them three spots. "Any of these three stories you ran this morning will be okay," he said, pointing to the front page of the Daily American.

"But they are all wire stories," I protested. "New York has the same information."

"Sure," he agreed. "But not the actuality. You provide that."

My conscience hurt. "This is really whoremongering," I told Irving.

The remedy, if there is one, must come from the print media. it should be very much in the interest of the ANPA to get behind laws, state and federal, which make the deliberate and knowing transmission of false information by media professionals back into line, to awaken dormant consciences. Only a misdemeanor, with a small fine and short sentences. And there should be a strict burden of proof required for the elements of "deliberate, knowing and false."

Would such legislation rape the First Amendment? Would anyone argue seriously the Founding Fathers intended to provide some privileged groups with a license to cheat, lie and steal?

Legislators, state and national, pay very close attention to their home town newspapers. What is involved for them is simply their political survival. What is involved for us is perhaps our national survival.

(Robert H. Cunningham, who is with International Communications Group Inc., based in Pawleys Island, S.C., took early retirement from the Foreign Service in 1964 to return to newspapering as publisher of *Rome* (Italy) *Daily American*. Since then he and his family have continued to be involved in printing, publishing, radio and tv in Italy.)

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